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COFFEE & TEA INDUSTRIES

75th YEAR

AUGUST 1952

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We do suggest you order them promptly. The Standard Coffee Measures are available in three colors — red, green, or yellow. The price is \$17.50 per thousand in quantities of 1000 or more, which is actual cost to the Pan-American Coffee Bureau—and a specially low price because we buy them in large quantities. To keep your brand or company name in the consumer's home, you may want the measures imprinted. This can be done on quantities of 5000 or more. Prices will be given on request.

Order your Standard Coffee Measures from Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

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Chas. G. Lindsay

MANAGER

COFFEE & TEA INDUSTRIES and The Flavor Field

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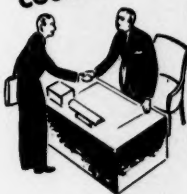
These services all add up to the BURNS WARRANTY—of continued satisfaction and efficient operation... a policy of far-reaching service to our customers, now in force some 88 years.

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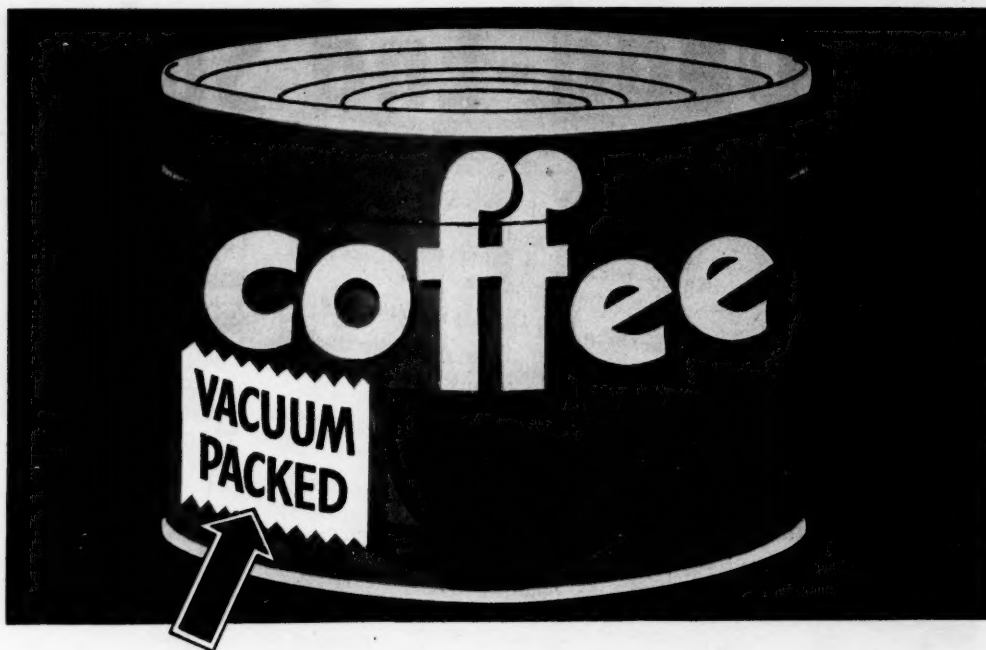
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SINCE 1864

AUGUST, 1952



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"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

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AUGUST, 1952

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

AUGUST 1952

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, D. M. Brody; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: Chicago — Joseph Esler, 6241 No. Oakley Ave.; New Orleans — W. McKennon, 627 Dumaine St.; San Francisco — Mark M. Hall, 461 Market St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitando 191; Santos — Tullio Catunda, Praça Maua, 29-s/217.

Subscription: \$3.00 per year, U. S. A. and South America; \$3.50 Canada; \$4.00 foreign. Published monthly. Copyright 1952 by The Spice Mill Publishing Co., Inc., 106 Water St., New York 5, N. Y.



75th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

More new accounts is wagon route aim

By CAROLE D. LINDGREN

Ways to win new customers, quotas, training of new personnel, selection of premiums—these were some of the subjects on which wagon route operators pooled ideas at the 37th annual convention of the National Retail Tea and Coffee Merchants' Association, held at the Edgewater Beach Hotel, Chicago.

Exhibits of associate members included premiums and supplies from 129 firms, all that could be accommodated in the east and west lounges of the hotel. These displays were open for the inspection by members and transaction of business half of each day.

The opening Sunday of the five-day event was devoted to setting up the displays, registration and a reception for members, associate members and guests.

In response to the enthusiasm of members for the round-table discussions held by small groups at last year's meeting, a major portion of the convention program was given over to such panels. Business of the association was concentrated into the opening day's assembly, with short general assemblies for the election of new officers on Tuesday morning and for adjournment on the closing day.

Following an opening address on behalf of associate members by Herb Ehler, Claire Manufacturing Co., Chicago, Joseph T. King, Washington, D. C., counsel for NRTCMA, reported briefly on the current status of price control, wage stabilization and fair trade measures.

John S. Creamer, Trico, Inc., association president, formally opened the business meeting, and a nominating committee, under the chairmanship of C. A. Frankenberg, Imperial Tea Co., was elected.

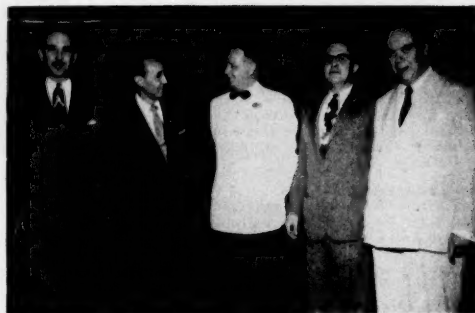
At the general assembly Tuesday morning, the slate of officers proposed by the nominating committee was unanimously elected by the membership. New officers are William A. Gerbosi, vice president of the Jewel Tea Co., Inc., Barrington, Ill., president; William H. Preis, The Grand Union Co., Paterson, N. J., first vice president; George F. Hellick, Jr., George F. Hellick Coffee Co., Easton, Pa., second vice president, and Oliver J. Corbett, reelected secretary-manager.

Newly elected directors, who will serve until 1955, are John S. Creamer, Trico, Inc., Birmingham, Ala.; Paul Eibert, Eibert Coffee Co., St. Paul, Minn.; John Peterson, Pioneer Tea Co., Duluth, Minn., and Don McGuire, McGuire Bros., South Haven, Mich.

Nate Elkin, Superior Coffee and Tea Co., Bloomfield, N. J., was chosen to fill the unexpired term of C. A. Frankenberg, who has resigned.

Following the election of officers, moderators were named for the panel discussions. These were Mr. Creamer, Mr. Gerbosi and Mr. Preis. The assembly was divided into three groups, each of which met with a different moderator for two hour sessions on each of the remaining three days. As this system of rotation gave all members an opportunity to learn of discussion by the others from the moderators, no summarized reports were given.

Incentives for gaining new customers were reviewed in discussions led by Mr. Gerbosi. Several wagon route operators said they paid their men a percentage or a cash bonus for each new customer. Some offer premium items as a



Officers elected at the recent convention of the National Retail Tea and Coffee Merchants Association. From left, William H. Preis, first vice president; William A. Gerbosi, president; John S. Creamer, outgoing president; George Hellick, Jr., second vice president; and Oliver J. Corbett, secretary-manager.

reward. All agreed that some incentive was needed and that a standard number of new customers should be set.

Mr. Gerbosi said that Jewel Tea's aim was three new customers a week per route. It was conceded, however, that if a salesman does a top job in maintaining his route and retaining customers, there could be flexibility in the number of new accounts demanded.

Mr. Gerbosi indicated Jewel Tea felt that direct payment for new accounts was not good psychology and was apt to lead to an over-competitive feeling and dissatisfaction among the men. Except for special campaigns for new customers, he said they felt it better policy to offer the customers the best in price, quality, merchandise and service and to recruit new accounts on these factors. However, he emphasized it was essential that the firm sell its employees on this idea, making it clear to him that they feel by these policies they can help him to build a larger route, thereby increasing his income in the end.

Schedules, quotas, and the training of personnel occupied the attention of groups meeting with Mr. Creamer. The importance of the supervisor's job was emphasized, as well as the need for careful selection of men, and their thorough training, in this position.

It was pointed out that the supervisor is practically on 24-hour duty, as he is subject to call whenever his men have difficulties. The ability to quickly analyze any difficulty in his routes was discussed as an essential quality of a good supervisor.

Touching on the need for route men to be away from their homes for extended periods, several operators stated that they felt it far better to set sales quotas at a lower level and see to it that salesmen were allowed an adequate amount of time at home. Though immediate route profits might be less, the lower turnover in personnel would make up for it in the overall operation, it was stated.

Use and selection of premiums received comprehensive discussion in groups led by Mr. Preis. Every possible use of premium merchandise was explored. The advantages

(Continued on page 36)

The world coffee outlook

This article is from the most recent edition of "Coffee Statistics," issued by the Pan-American Coffee Bureau. Called Release No. 15, this compilation has a wealth of data on world coffee production, exports, imports and prices.

More phases of coffee are covered by the statistics than in any of the previous editions. Consumption, especially, is treated in greater detail than before.

Release No. 15 should be useful to everyone with an interest in coffee.

Insofar as the overall production picture is concerned, it can be said that the coffee industry continues on a current basis, depending for its supply on whatever each year's crop might bring.

The extent to which several years of better prices have stimulated production is unpredictable. In any event, less than three years have elapsed since the abrupt correction in coffee prices took place, while it will take new plantings five years to bear. Assuming that the price correction which started in late 1949 stimulated an immediate expansion of coffee production, the present supply-demand relationship will persist for at least two more years. But a more logical assumption would be that several years of better prices are needed before coffee producers can recover from the disastrous financial conditions that prevailed among them from the 30's through the mid 40's.

In addition, any analyst must consider that today a high capital outlay plus rising operating costs, will tend to prevent a rapid expansion of production.

Under the circumstances, the conclusion can be drawn that the adjustment period of the supply-demand relationship will be prolonged.

Available supply

Total supply available for exportation from the producing countries, as determined by the estimates of the 1951-52 and 1952-53 crops, is short when contrasted to the estimates for consumption. Under the circumstances, the strong and firm position which the commodity has been enjoying during the last few years should be expected to prevail.

Data available on world exportable production of coffee for the 1951-52 crop year show that the amount of coffee for world consumption will be around 29.8 million bags of 60 kilos. Forecast for the 1952-53 crop year places world total production somewhere around 30.7 million bags of the same denomination. Therefore, coffee production between these crop years is expected to improve.

Attention, however, is called to the fact that at this time last year the forecast for the 1951-52 crop was larger than that made for 1950-51, indicating, therefore, that production was to increase. However, the upward trend shown then by the estimates did not materialize. The revised estimates for 1951-52 as they appear today are over 1.5 million bags less than the original estimates. The inference can be made that forecasts, based on crop year trends and early estimates of producing countries, can only be considered as reasonably close approximations, subject to variations caused by unpredictable factors, such

Outlook for Exportable Production

in 1,000 bags of 60 kilos each

	1950-1951*	1951-1952*	1952-1953*
WESTERN HEMISPHERE			
Pan-American Coffee Bureau			
Brazil	15,462	18,205	16,968
Colombia	4,750	5,407	5,410
El Salvador	1,050	920	950
Guatemala	811	922	959
Mexico	900	1,010	990
Venezuela	119	150	155
Costa Rica	275	305	319
Dominican Republic	270	300	309
Honduras	156	159	155
Cuba	**	**	**
TOTAL PAN-AMERICAN COFFEE BUREAU	34,190	33,178	31,606
Other Western Hemisphere			
Wetzel	445	413	410
Nicaragua	310	300	290
Ecuador	185	187	180
Peru	20	22	25
Various (a)	50	40	35
TOTAL OTHER WESTERN HEMISPHERE	1,110	1,162	1,140
TOTAL WESTERN HEMISPHERE	35,300	34,340	32,746
AFRICA			
French Africa (a)	1,285	1,100	1,125
Belgian Congo	440	420	410
British East Africa (a)(b)	400	370	360
Belgian Congo	775	685	655
Angola	490	525	535
Ethiopia	461	500	505
Various (c)(d)	160	152	150
TOTAL AFRICA	4,566	4,332	4,330
OTHERS (e)	592	470	470
WORLD TOTAL	39,358	39,142	37,546

* Actual exportable production estimates from official sources.

** Forecasts based on crop year trend.

(a) Includes Jamaica, Trinidad, Tobago, Surinam, Guadeloupe and Martinique.

(b) Includes French West Africa, French Equatorial Africa and French Cameroons.

(c) Includes Kenya, Uganda and Tanganyika.

(d) Includes Liberia, Cape Verde, Gold Coast, Sierra Leone, San Tome, Principe, Madagascar and Spanish Africa.

(e) Includes India, Indonesia, Formosa, Aden, Iran, Indo-China, Borneo, New Caledonia, New Hebrides, and Hawaii.

** Emphasis on coffee exports.

Outlook for World Imports

in 1,000 bags of 60 kilos each

	1950*	1951*	1952*
UNITED STATES			
	18,440	20,357	20,400
OTHER WESTERN HEMISPHERE			
Canada	626	669	675
Argentina	480	476	490
Chile	110	112	110
Uruguay	54	47(1)	50
Paraguay	2	3(1)	3
TOTAL OTHER WESTERN HEMISPHERE	1,272	1,307	1,338
EUROPE			
France	2,495	2,522	2,095
Belgium - Luxembourg	905	912	1,005
Great Britain	675	724	705
Italy	638	752	716
Sweden	870	699	610
Netherlands	373	277	316
Germany, Western	483	845	790
Switzerland	421	331	343
Norway	245	257	245
Denmark	293	272	330
Spain	131	94	140
Turkey	104	113	110
Finland	249	246	290
Portugal	112	139	130
Greece	85	101	100
Various (a)	205	195	210
TOTAL EUROPE	11,940	12,322	11,297
AFRICA			
Union of South Africa	280	203	285
Egypt & Sudan	194	185	185
Algeria	253	272	276
Tunisia	7	41	43
Various (a)	8	7	8
TOTAL AFRICA	622	608	677
ASIA & OCEANIA			
British Asia	238	113	195
Philippine Islands	78	66	75
Australia	43	58	45
Iraq	9	0	0
Syria & Lebanon	35	38	40
Various (a)(b)	77	81	100
TOTAL ASIA & OCEANIA	480	366	455
OTHERS	180	113	130
WORLD TOTAL IMPORTS	29,979	31,877	31,900

* Actual imports.

** Forecast based on analysis of the trend in potential demand.

(a) Includes Czechoslovakia, Gibraltar, Malta, Iceland, Poland, Trieste and Yugoslavia.

(b) Includes Southern Rhodesia and Transvaal.

(c) Includes Ceylon, Cyprus, Iran, Japan, New Zealand, Israel and Transjordan.

(1) Preliminary.

YOU CAN'T IGNORE THE FACTS

Convenience and coffee cost are making a measurable change in consumers' brewing habits. And the change will continue because the public WILL be served! You can't ignore the facts—the sales increase of solubles and the rapid growth of Steepolator Coffee Bags.

If you are not yet marketing a soluble or Steepolator Coffee Bags under your brand name, and you don't want to go into both, what should your choice be?

In making your decision, you can't ignore these facts:



1. QUALITY OF BREW—Only the proper amount of 100% pure ground coffee can make a brew right in the cup with the rich flavor, full body and delicious aroma of real pot-brewed coffee. Steepolator Coffee Bags contain that amount, i.e., about 2 level tablespoons. Ask any coffee taster if any soluble compares favorably in aroma, body and flavor with any good pot-brewed coffee, or with Steepolator Coffee Bags. Make the comparison test yourself!

2. CONVENIENCE TO THE CONSUMER — Steepolator Coffee Bags offer the consumer *real coffee* (not an artificial-tasting brew) with about the same convenience as solubles—no baskets, strainers, stems, etc. of multiple-piece pots to wash, and no loose, messy grounds. And with Steepolator there's no time-consuming, wasteful measuring.

3. CONSUMER ACCEPTANCE — Consumer acceptance surveys indicate that 80% of coffee drinkers would like their favorite brand packaged in Steepolator Coffee Bags. This potential is strongly supported by the acceptance of tea bags. Soluble acceptance, after millions of dollars of promotion, does not begin to approach this figure. In spite of solubles' convenience and supposedly lower cost, the great majority of the public insists upon the true coffee flavor, body and aroma that only ground coffee can produce. Now, Steepolator Coffee Bags combine quality of brew and convenience. And, because they eliminate waste, their cost per cup compares favorably with pot-brewed coffee.

Only Steepolator Coffee Bags have been mentioned in comparison with solubles because:

1. They are the only coffee bags that contain the amount of coffee (154 or 164 grains) commonly accepted by the industry as necessary to make a rich, full-bodied cup.

2. They contain 40% to 49% more coffee than other coffee bags.

3. They give much greater consumer value because they cost no more per bag, in spite of their much greater coffee content.

4. They fit more conveniently into a cup because of their patented design that results in a smaller bag size.

5. They cost less to manufacture than other coffee bags because they are produced on patented Steepolator machinery at 200 bags per minute.

6. They are packaged with a higher vacuum (29½") and a tighter pack than other coffee bags for greater protection of coffee freshness.

Steepolator Coffee Bags Will Increase Your Unit Volume, Your Dollar Volume and Your Profit Ratio on Ground Coffee Sales

Because it's so quick and easy to make a good cup of coffee the Steepolator way, Steepolator Coffee Bags increase coffee consumption. And the profit per pound on Steepolator packed coffee is much greater than on conventional pound packs.

Steepolator Coffee Bags are packed with your coffee under your brand.

Write for information about the availability of patented Steepolator machinery for your own plant.

WOODBURNING COFFEES Inc.
130 NEWBURY STREET • BOSTON 16 MASSACHUSETTS

as weather, production cycles, politico-economic conditions at the national or international level, etc.

The total production of Latin American producing countries is expected to be somewhat lower for 1951-52, compared to 1950-51. Unfavorable weather conditions which prevailed in many coffee regions of Brazil during 1951 point out a reduction in the exportable production of that great supplier of the commodity. The drop in Brazil seems to be large enough to upset the increase in production expected in other countries, mainly Colombia, Mexico and the Dominican Republic. The increases estimated for the latter countries are primarily based on better yields as a result of more and better care of plantations and new coffee trees coming into production, a logical result of the improvement in the coffee price structure in world markets.

Smaller crops

In some other countries, however, production is expected to diminish, as in the cases of El Salvador, Haiti and the French, Netherland, and British West Indies. In El Salvador, erratic weather—the lack of rain in some coffee areas and excessive rainfall in others—coupled with the fact that the previous two or three excellent crops can be expected to be followed, in the normal culture cycle, by a crop of lesser proportions, account for the lower estimates for the 1951-52 crop. In Haiti and the smaller West Indies, heavy rains and hurricane damages during 1951 will also result in lower crops.

The forecast of the 1952-53 harvest shows a possible increase in production for Latin America. Barring more erratic weather and further low yields, which have been determining low production in Brazil and other principal suppliers, the overall exportable production should recover to a certain extent.

The African producing countries have been showing an increasing trend in production during the last few years. Reports show, however, that the 1951-52 total production of some countries will be substantially less than that of the previous crop year, 1950-51. Unfavorable weather is also the reason behind these lower estimates. Particularly in the coffee areas of British East Africa and Belgian Congo, heavy rains caused considerable damage during 1951. However, the increase in production estimated for other countries, mainly French Africa, Angola and Ethiopia, are almost enough to counterbalance the decrease estimated in the other areas and the total production of the continent is expected to be about the same as in the previous crop year, 1950-51.

1952-53 outlook for Africa

Forecasts for 1952-53 indicate a slight increase in the African coffee production.

For the coffee producing countries of Asia and Oceania there is no marked change in production, according to the estimates. The recovery of the coffee industry in those areas of the world from the devastation of the last World War is being further delayed by the continued unsettled state of political problems which are affecting their economy in general. On the assumption, however, that there is a very gradual recovery on the way in some of the countries of those areas, as attested to by the record of actual exports, it is estimated that their exportable production will increase by about 50,000 bags from their 1951-52 crops.

The world demand for coffee continues to outstrip the

Trade Roast

By Douglas H. Wood



It's something new. They ice their coffee right at the factory . .

supply available. The records show that world imports during 1951 were larger than the net exportable production for that year. Yet, in many countries, coffee is still rationed and imports of the commodity are controlled through various programs. The clamor of the trade in many consuming countries for relief from such barriers, reported in news and communiques from trade agencies, clearly indicates the expanding potentialities of the demand.

Total world imports of coffee increased from 29.1 million bags of 60 kilos each during 1950 to 31.2 million bags in 1951. On the assumption that the economic situation of many important coffee consuming countries, now plagued with serious difficulties, will improve to permit less austere control plans for their imports, the strength of the demand for coffee should grow. Therefore, it is logical to believe that consumption for 1952 will be higher than the average during the last two years.

Imports for consumption into the United States should not show much change during 1952 from the levels reached in 1951. All factors taken into consideration, with coffee prices now close to stability and a steady demand from both civilian and military sources in prospect, this market should about equal last year's imports, which amounted to 20.4 million bags.

For the other countries in the Western Hemisphere, small increases can be expected amounting to 21,000 bags.

Estimates of total imports for consumption into Europe indicate that a slight decrease might occur during 1952 as compared to actual imports during 1951. Economic difficulties in many countries, for which no specific solution is foreseen in 1952 by European experts, indicate the adoption of curtailed import programs which will affect

(Continued on page 36)

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Hedging

You can use coffee futures profitably in many situations.
Here are some of them. Third article of a practical series.

By E. A. BEVERIDGE, *Commodity Economist*
Merrill Lynch, Pierce, Fenner & Beane

The first article of this series dealt with some important features of futures trading and the second with the coffee futures contracts themselves. This one examines potential uses of these contracts.

As we have indicated, the speculator finds the futures market a very simple and effective—in fact the only feasible—medium for his operations. However, he apparently is no longer a big factor in the coffee futures market. Trade houses are the greatest users of futures. We often wonder, however, whether they use the market to its fullest extent, in the many ways open to them. At the same time, we realize there are a good many trade houses which do not use the futures market at all. A survey as to why might be interesting and revealing.

There is, unfortunately, a widespread belief that hedging is mysterious. No doubt this idea springs in part from the fact that trading in futures is not taught in the colleges. For this and kindred reasons, it is not sufficiently understood. Actually there is no mystery about hedging. All one needs is a correct picture and common sense, as in anything else.

Suppose we take a typical case, an importer or merchant buying 5,000 bags of coffee.

If this purchase is to fill a sale already made, his profit or loss is thereby established and the risk he is running is ended. No hedging problem is involved.

However, if he has no sale to fill and cannot sell the coffee he has bought before the market changes, then naturally he begins to run a market risk. He may be willing to bear this risk. If he isn't, then he can secure a good measure of protection by hedging—in this case by selling coffee futures contracts. As shown in the first article, he can buy these futures contracts back without interfering with the rights of their original buyer.

When he sells futures as a hedge against the coffee he buys—whether it be in New York, or f. o. b. Santos, or elsewhere for that matter—he expects the prices of the two to move more or less in unison, for then obviously what he loses on the one transaction he will gain back on the other.

There should, of course, be a fairly close relationship between the two because they represent in a broad way the same commodity, grade differentials and other terms being considered. In fact, the operator should determine fairly closely how much profit or loss he would have were he to deliver the coffee on his future sales, even though his objective is to sell the coffee in regular commercial channels. (In the latter event he would follow the standard practice of buying back his hedge sale.

There is not always the desired steady relationship between the two prices but, even in the case of disparities, one can usually capitalize on the situation. Nevertheless,

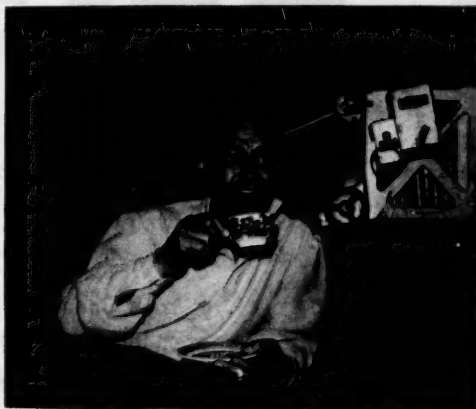
there should be an overall reasonable degree of price protection to justify placing the hedge.

One of the most important questions in connection with hedging is whether the distant futures months are selling at a premium over, or a discount under, the current or nearby position. It is unfortunate that in discussions of this kind the question is almost wholly disregarded these days. Yet it is all-important.

On the face of it, it doesn't make much sense to buy Santos No. 4 strictly soft coffee, solid bean, fair to good roast, in a New York warehouse at 55¢ and, as a hedge, to sell futures for delivery three months later at 25¢, at a 3¢ discount. As a temporary hedge for a week or two, it might be all right, but the longer that one holds the position, the more will the 3¢ discount begin to disappear. In time it will disappear almost completely as the future becomes spot.

The discount will not disappear altogether if part of it is due to an inequality between fixed and commercial differentials, as discussed in the preceding article.

Every point that the discount narrows means a point lost to the hedger. The 3¢ discount in this example, spread over three months, equal to 1¢ per pound per month, would probably be too big to absorb as an expense. The actual spread of 260 points—at the time of writing this article—between July, 1952, and May, 1953, or about 26 points average per month, probably could be



GIVING HIMSELF A COFFEE BREAK: On the set of Warner Bros. "The Iron Mistress," Alan Ladd takes time out for a cup of coffee. Calling himself a coffee man from 'way back, Ladd takes two or three cups of black coffee in the morning before starting for the studio, and about mid-morning likes a cup of coffee on the set, between scenes.

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absorbed as a part of the cost of operating in return for the overall price protection obtained. It should be borne in mind that this loss of the discount is independent of any change in price level.

Of course, the hedger has to pay storage, interest and insurance charges on his spot coffee holdings, whether hedged or unhedged, for the length of time he holds them.

When the distant months are selling at premiums *over* the current month in place of discounts *under* it, it becomes a much safer business to purchase spot coffee and to hedge it with sales or distant futures because, as time passes, the premiums will disappear. These premiums will be a profit to the hedger, no matter how the price level changes and will, in whole or in part, offset the charges mentioned in the preceding paragraph. Being hedged, he will of course have protection against a possible decline in the value of his holdings.

These premiums have limitations, for they can never, for a protracted period anyway, exceed the actual cost of carrying the coffee, this cost including storage, interest and insurance and any other factors, such as loss in weight and quality. On the other hand, the discount at which a distant month is selling may widen or narrow without limitation.

An illustration of a hedge sale is given below, in detailed form, to show the mechanics of the operation:

	Importer pays or is debited	Importer receives or is credited
March 2		
Importer buys 5,000 bags coffee at 53¢ per lb., which is 75 points under July futures. A bag holds 130 lbs.		
As a hedge the importer simultaneously sells 20 July futures of 250 bags each at 53.75¢.	\$344,500.00	
Apr. 20		
Importer sells 5,000 bags to a roaster at .20¢ or 20 points off the then current price of July futures, 51.28¢, making the price 51.08¢.		
Sum collected		\$349,375.00
Apr. 20		
Importer simultaneously buys 20 July futures at 51.28¢, to liquidate the previous sale of futures.	333,320.00	
Totals	\$677,820.00	\$681,395.00
Gross profit	\$ 3,575.00	

There is, of course, a quick way of ascertaining the profit in a hedged transaction. For instance, the lot of coffee in this example was bought at .75¢ under July and was sold at .20¢ under July. The gross profit is therefore the difference between the buying basis and the selling

basis, or .55¢ per lb., which on 5,000 bags equals \$3,575. The result for the importer would have been exactly the same had the market advanced instead.

The method of offering at "so much over or under" the hedge month is a most convenient method for it can be done irrespective of any changes in price level, and the only restriction would be "subject to prior sale." Moreover, it is safer than offering unhedged coffee at a fixed price.

It is important to note, too, that the price need not be fixed at the time of sale, for the seller can give the buyer the right to fix the price within a reasonable period of time. This arrangement is an excellent one, as it makes no difference to the seller, as can be seen from the following example, and yet it gives the buyer a chance (1) to buy at a lower level, or (2) to fix the price as he sells his roasted coffee, so that there will be a tie-in between the prices of his raw material and his product.

The mechanics of the operation may be presented as follows:

	Importer pays or is debited	Importer receives or is credited
March 2		
Importer buys 5,000 bags at 53¢ per lb., equal to 75 points under the July futures price.		\$344,500.00
As a hedge he simultaneously sells 20 July futures at 53.75¢ per lb.		\$349,375.00
Apr. 20		
Importer sells 5,000 bags to a roaster at 20 points off July futures price and gives the roaster the right to fix the price at a time of his own choosing during the next few weeks. (July now 51.28¢)		
May 21		
Roaster notes that July futures are now 50.50¢ and advises the importer he wants to fix the price at around this level. The importer immediately buys 20 July futures at the then price of 50.50¢	\$328,250.00	
This makes the sale price 50.30¢. The importer collects from the roaster:		\$326,950.00
Totals	\$672,750.00	\$676,325.00
Gross Profit	\$ 3,575.00	

In practice, the roaster would arrange with the importer who sold him the coffee (on what might be appropriately termed "buyer's call") to wire direct to the importer's futures broker when he wanted to fix the price

(Continued on page 27)



At NCA's farewell dinner to Bill Williamson (from left): Albert Ehlers, Jr., Mr. Williamson, NCA President Edward Aborn, Guy W. Sharpe, Earl B. Ackerman and Frank W. Buxton.

Coffee market here can be increased 6,000,000 bags, Williamson says in farewell

Two proved reservoirs of demand can increase coffee consumption in the United States by 6,000,000 bags a year, given intelligent promotion. Iced coffee can yield at least a 2,000,000-bag net increase and between meals consumption—the coffee break—can produce another 4,000,000 bags.

This perspective was outlined by W. F. Williamson at a farewell dinner in his honor at the Waldorf-Astoria, New York City, tendered by the National Coffee Association.

Mr. Williamson resigned June 30th as NCA executive vice president, after 23 years of service with the organization. He has accepted a post as president of the National Association of Hosiery Manufacturers.

At the farewell dinner, attended by leaders from all branches of the trade, an inscribed silver tray was presented to Mr. Williamson on behalf of the industry by Guy W. Sharpe, of the Beech-Nut Packing Co., a former NCA president.

Mr. Williamson reviewed some of the achievements of the industry over the past two decades, pointing out that the difference between the 12½ pounds per capita consumption of the beginning of that period and present levels represents the reward for enterprise, forethought and enthusiasm.

He emphasized that the opportunities before the industry are as great as those behind it. In addition to the enormous potential in iced coffee and the coffee break, there will be a huge tonnage added by population increase, he stated.

Nevertheless, gross tonnage should never be used as a measure of the industry's operations, he warned. The only yardstick of the industry's sales efficiency is per capital usage.

He rapped the government for giving only token amounts of money to research for the protection of one of the western hemisphere's greatest commercial assets while devoting vast sums to fanciful enterprises under the Point 4 program.

Commenting on the coffee supply situation, Mr. Williamson said that the only threat to increased supplies was

(Continued on page 18)



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On the menu

developments among public feeding outlets

How to "sell" to restaurant groups

Closer, more active contact between roasters and restaurateurs, not only as individuals but also as local associations, is not only possible but can be highly productive of better understanding and better business.

How can a local coffee group go about setting up a coffee night with a regional restaurant association? Here's the way the Washington branch of the Pacific Coast Coffee Association did it, in a program at the Roosevelt Hotel, Seattle, for the International Stewards' and Caterers' Association.

S. A. Brand, of the L. L. Raymer Co., Seattle green coffee brokers, was toastmaster. The program was designed to give the audience a complete coffee picture, from production and marketing right through to the serving of the beverage.

Two films were shown, "Good Things Happen Over Coffee" and "Tremendous Trifles". In addition, members

of the coffee group prepared posters covering the subject of how to make good coffee in urns and by the vacuum method and how to take care of coffee equipment properly. Each person at the meeting was given copies of the posters, and pertinent points were discussed during the evening.

Merchandise certificates were awarded as door prizes. The evening was topped off with a dessert buffet which included, of course, a good cup of coffee.

Coffee firms actively sponsoring the program included the Bargreen Coffee Co., Commercial Importing Co., Crescent Manufacturing Co., Davies Coffee Co. and Wason Bros. Co.

Mr Brand reported to the assemblage on the overall coffee picture. What should such a talk include? The following highlights, from Mr. Brand's address, shows how he went about it.—Ed.

The types of coffee from each of the growing countries varies in flavor, body and aroma. In fact, the characteristics of a coffee will vary from one plantation to the next. It is blending one type of coffee with others that produces a blend pleasing to your taste.

Each of the various coffee roasting companies, by varying the proportion of one coffee to another, create a blend that is distinctive to its own brand.

Coffee blending and tasting is an art and each of the roasters work very diligently to see that they achieve a full-bodied, flavorful blend and also that they keep it uniform.

Basically, the coffee bean has two components—first, the light, flavorful, aromatic oils that give coffee its deliciousness, and second, the heavy, bitter, woody fats and tannin that destroy coffee flavor. In fact, authorities claim that in properly brewed coffee, only 80 per cent of the soluble substances are extracted and any part of the remaining 20 per cent when extracted causes a bitterness in the flavor of the cup.

Any of you who have had an opportunity to visit a coffee roasting plant know the tireless efforts that the management puts forth in striving to produce for you a good coffee.

But nevertheless, what comes into your mind first after realizing you are buying good coffee, is the price. Your firms are buying roast coffee at the most reasonable basis in the entire United States, the average being in the high 80's. We in the coffee industry realize why coffee is at its present level—and also that logically it could be higher.

Let's take, for example Brazil, the country from whom we purchase about 60 per cent of our total green coffee requirements. Brazil imported from the United States last year \$897,795,758 of merchandise, which accounted for nearly one-half her total 1951 imports. This is big business and makes many of wheel turn in our own country. These dollars, spent by the coffee-producing countries to buy machinery and other articles from us, are felt all along the line and

are needed to keep our economy in gear. Therefore, we must pay them enough for green coffee to keep their economy in gear, in return.

The coffee producing countries have had many trials and tribulations, from the days of surplus, when coffee actually was burned to prevent a hopeless collapse of the entire industry, to the days of the last war when our government set a ceiling price on green coffee that was about five per cent below the average prevailing over a 30 year span before ceilings were set.

Therefore, agricultural and industrial wages, local transportation, cost of machinery and other articles which coffee producers import, all rose substantially (in some cases more than 100 per cent) between 1941 and the end of controls. These increases were fully respected in a higher cost of coffee production, which forced producers to turn out coffee at levels materially higher than their frozen incomes warranted.

When coffee ceilings were abolished, green coffee prices sought a level that would allow procedures to refurbish their plantations. New trees were needed, intensive fertilizing was necessary and, in addition, all coffee producing countries were sadly lacking in adequate transportation and educational facilities. Coffee is an agricultural product and depends upon the vagrancies of the weather. Also, due to coffee varying in its inherent quality, because of location of growth, some coffees command a higher price than others.

I realize that trying to defend prices nowadays that may seem high, is like defending a condemned man 30 seconds before the trap is sprung. Be that as it may, coffee is still the most profitable item you serve and every effort should be made to see that it is served at its best.

The maximum proportion of coffee to water should be one pound to two and a half gallons. Many experts in the coffee industry recommend one pound to only two gallons of water for a perfect brew.

(Continued on page 27)

Aborn, Roussel report Brazil is determined to increase coffee output to meet needs

American consumers need not worry about a coffee shortage, according to Edward Aborn, president of the National Coffee Association, and W. D. Roussel, vice president, who returned recently from a six weeks trip to Brazil as official NCA representatives.

Mr. Aborn is head of Arnold & Aborn, Inc., Linden, N. J., roasting firm. Mr. Roussel is president of W. D. Roussel & Co., Inc., New Orleans green coffee house.

Coffee producers in Brazil extend assurances that production will increase to take care of present and anticipated consumption in the U. S., Mr. Aborn reported.

In an interview in New Orleans, Mr. Roussel declared he was very much impressed with Brazil's determination to develop her potential as a coffee-producing nation. He said the government has underway an experimental program seeking to improve the yield of coffee beans per tree and is also increasing its areas of production.

Mr. Aborn assured Brazil's producers that current high levels of coffee consumption in this country would not only be maintained but would increase in future years. He noted that the domestic coffee industry recognizes its responsibility to maintain the Latin American economy by encouraging increased consumption in their largest market.

Mr. Aborn said Brazilian government officials desire

sincere cooperation with the United States, feeling that their economic security is dependent on continuing healthy relations with this country.

Mr. Aborn and Mr. Roussel conferred with many Brazilian coffee leaders and officials, including the minister of finance, Horacio Lafer.

Development in both industry and agriculture in Brazil within the past five years is "astounding," Mr. Roussel reported after his arrival aboard the Delta Line's Del Mar. He said the states of Goiaz, Matto Grosso and Parana, are steadily increasing their production of coffee.

It is too early to tell how good Brazil's crop will be next year, Mr. Roussel said. "While some people may complain about paying a high price for Brazil's product, actually every dollar that goes into Brazil is immediately spent back in the United States," Mr. Roussel pointed out.

In addition to the desire to develop the country and the consequent need for dollars, the price of coffee will be held up by "a constant increase in the cost of production," Mr. Roussel added.

Williamson's farewell

(Continued from page 16)

the possibility of plant disease which might suddenly affect large areas of production. Outside of this possibility, efforts "to increase sales through advertising and promotion should not be limited by fear of supply shortage, since coffee prices have obviously been stabilized at a point which is extremely profitable to the producers," he said. "Present prices guarantee that production will increase as rapidly as sales."

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Out of the Grinder

The trend to solubles within the coffee industry is continuing. That is, more roasters are working on putting their own brands into a soluble form, and in the near future announcements of the introduction of such solubles should come in fair number.

Seeman Bros., Inc., has been using spots on its radio news programs in the New York area to announce White Rose instant coffee.

Not too long ago, coffee producers and traders in the Latin American countries were shaken by gloomy predictions of a United States coffee market going heavily into solubles, with drastic losses for overall consumption.

Now Augustin Ferreiro, president of the Association Cafetalera de El Salvador, has offered a more balanced view.

In the annual report of the governing board of the association, Mr. Ferreiro declared:

"Far from constituting a problem, the generalized habit of the 'solubles' might be able to provide a considerable increase in the world consumption of coffee, both because of their facility of preparation and of the economy which their price implies in comparison with that of roasted coffee, always on condition that there is maintained the strict concept of quality and purity, as well as the characteristics which up to the present have made of coffee a preferred beverage.

"The risk for the coffee industry consists of the adulterations which, besides diminishing the percentage of pure coffee used, introduce the custom of drinking bad coffee to the palate of the consumer, preparing him for a complete substitute."

Nescafe, with a 32 per cent share of the instant coffee market, and Hills Bros., with a 24 per cent share of the regular coffee market, were the most popular brands reported in the seventh annual consumer analysis conducted by the Illinois Daily Newspaper Markets, Inc.

The annual survey of brand preference and consumer buying habits is conducted in March of each year, in 32 markets of participating newspapers.

Hills Bros. coffee, with distribution in only about half the state, is the foremost brand again this year. In the regular coffee classification, other brands and their consumer preference, in percentages, are: Folger's, 14.3; 8 O'clock, 8.8; Chase & Sanborn, 6.9; Maxwell House, 6.9; and Manor House, 4.3.

In the instant coffee field, Borden's, with a 20.8 per cent share of the market, followed Nescafe. Other brands and their consumer preference in percentages, are: Chase & Sanborn, 16.4; Sanka, 13.8; G. Washington, 6.0; and Maxwell House, 4.4.

The instant coffee question was last asked in the 1948 survey. In that survey, Nescafe was the leading brand, followed by Borden's, Maxwell House, G. Washington, and Sanka.

From NCA's weekly letter comes an encouraging report on the progress made by the industry with the standard coffee measure—plus some figures which make it clear there's still a mighty long row to hoe.

Currently about 200,000 measures are being sold monthly for distribution by roasters. An estimated 15,000,000 measures have been placed in the kitchens of consumers since 1944.

This is an excellent record. But considering that 42,520,000 households were reported by the last census, it is far from a complete task.

With the question, "Could this happen here?," the Coffee Trade News, London, passes along the following item:

"An English visitor just back from the United States tells of a surprising experience she had with one of New York's taxi-drivers.

"As she entered the cab the driver asked her, 'Would you like coffee, tea, or chocolate?' Next to his seat he had a vacuum jug of hot water, tins of coffee and chocolate, a tea preparation, and paper cups.

"I drive with my left hand," he said, "and mix drinks with my right. It's free."

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New coffee curing method developed by El Salvador speeds process, ups yield

A new, time-saving coffee curing method, using chemicals in place of the usual fermentation process, has been developed in El Salvador.

The new method requires less than an hour to remove the mucilage from pulped coffee seeds, as against 20 to 30 hours by fermentation.

The development will save El Salvador's coffee industry about \$1,000,000 a year, according to Roberto Quinonez, minister of agriculture.

Research culminating in the new method was conducted at the Centro Nacional de Agronomia by Roberto Carbonell, chemist, and Tomas Vilonova, horticulturist. The agricultural station, located at Tecla, is jointly operated by the government of El Salvador and of the United States under the Point 4 program.

The advantages of the new chemical process, the scientists say, are:

1. The time employed in "solubilizing" the mucilage has been drastically reduced, from 20 to 30 hours in the fermentation process, to less than one hour in the chemical one, thus reducing the man-hours involved in the current process.

2. The cost of the raw materials involved, and of application, are less than those of any other chemical, mechanical or enzymatic process heretofore developed to cure coffee.

3. Green coffee weight losses are reduced to a minimum, because the rapidity of the process does not allow the seed enough time to transform its solids into gases.

4. Bad odors, always developed with the fermentation and other enzymatic coffee-curing processes, are completely suppressed with the chemical treatment. Disposal of plant waste materials is made easier by the use of chemical digestion because they solidify into a gelatinous mass that can be carried by truck or other means to disposal places, thus avoiding pollution, of nearby streams.

5. The possibility exists of recovering pectin as a by-product chemical digestion of the mucilage, thus increasing the profits of the coffee-curing industry.

6. The number of installations needed to ferment coffee is reduced to a minimum, and the capacity of existing plants is increased because of the speed of the process.

7. The grade of the final green coffee is more uniform and the process allows a control of digestion time, making guess-work obsolete.

8. By combining chemical suggestion with the use of efficient, continuous, mechanical dryers, such factors as hand labor and operation costs, loss risks and time involved in the curing process, are reduced to a minimum. The processor can get better prices because of premiums paid for coffee delivered early in the season.

9. The fact that the mucilage can be "solubilized" in so short a time without any bad effect on coffee qualities allows processors to transform coffee-curing from a batch operation to a continuous process.

10. Plants operating in El Salvador pay high interest rates for the time that the coffee remains in the plant for processing. This interest will, of course, be greatly reduced because of the time saved.

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Caustic soda, or sodium hydroxide, is the inexpensive chemical used in the new process. Caustic soda is available in large quantities in most countries in the world and is manufactured in El Salvador.

The process developed by Mr. Carbonell and Mr. Villanova has already been used in full-scale commercial operation in several plants in El Salvador. The total amount of coffee chemically processed during the 1951-52 crop season exceeded 430,000 pounds of coffee berries.

They also developed a special attachment to apply the alkali solution to the coffee mass without using any hand labor.

In every case where the chemical process was applied, yield gains were obtained which ranged from one to three per cent.

The cost of this caustic soda employed in the new process is ten cents per 100 pounds of green coffee processed. This means that a yield gain of only 0.25 per cent will pay for the raw materials used.

Plants in El Salvador need to make little or no change in their present equipment to use the chemical process. It is not necessary to increase the amount of water needed to wash the mucilage from the beans.

Chemically processed coffee samples met the approval of the many professional tasters who tasted them, and in many cases they preferred them over samples processed through fermentation.

Mr. Carbonell and Mr. Villanova warn that the indiscriminate use of caustic soda may damage coffee and they recommend that before trying out the new process, coffee people should contact them for complete instructions.

Several plants, including the second largest in the nation, are already making plans to use the chemical process in full-scale operations on the next crop.

Otis McAllister opens new sales offices in St. Louis, Houston

The Otis McAllister Coffee Corp. last month added two additional offices to their organization, which has been developed to provide efficient sales service throughout the United States and Canada.

One of the new offices is at Houston, Texas, in the M&M Building, No. 1 Main Street, Room 825. This office is in charge of Walter T. Bown, well known to everyone in the coffee industry through his many years of activity in Chicago.

A Texas landholder with a citrus ranch in Brownsville, Mr. Bown is almost as well acquainted in the Lone Star State as in Chicago, and as he puts it, will now at least be near enough to enjoy week-ends on the ranch.

The second of the new offices is in St. Louis, under the management of L. F. "Fred" Good.

The Otis McAllister Coffee Corp. purchased the business of M. S. Good & Co. which was established by Max S. Good, father of Fred, some 50 years ago. M. S. Good was operated by the founder originally and during the past 25 years by his son, who now becomes manager of the St. Louis office for Otis McAllister.

Other Otis McAllister offices are in New York, Chicago, New Orleans, San Francisco, Los Angeles and Seattle in the United States, and in Toronto, Canada.

Coffee in Colombia-Italy barter deal

Colombia and Italy have signed a \$9,000,000 barter agreement under which Italy is to receive \$6,500,000 worth of coffee.

AUGUST, 1952

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COFFEE AT ANY PRICE

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NCA

Good to the last drop!

Crops and countries

coffee news from producing areas

Coffee price minimums decreed by President Vargas on current crop

Brazil's President Vargas signed a Government decree last month guaranteeing minimum prices for the coffee crop which started to market on July 1st.

The floor price is 210 cruzeiros per 10 kilos for standard type Santos 4s, f.o.b. Santos.

In conjunction with the decision to place floor prices on the market, Brazil will also undertake the financing of the crop at 80 per cent of the minimum prices.

To modernize port of Santos

A \$45,000,000 program to improve Brazil's port of Santos has been launched by the Santos Dock Company, it was recently reported.

Besides building new docks, the company will expand the harbor's hydroelectric plant, purchase locomotives and rolling stock, build new rail lines, and enlarge telephone service.

The program, already under way, is scheduled to be finished by 1955. It is the first part of a \$90,000,000 plan financed by a special federal tax and bank loans.

El Salvador's crop better than expected

The 1951-52 coffee crop in El Salvador, recently harvested, has turned out slightly better than was predicted at the beginning of the season.

The exportable portion of the crop is expected to approach 860,000 bags of 60 kilos each, which is about 25 per cent less than the 1,128,457 bags of the preceding export crop.

Good prices paid for the crop compensated in part for the poor output, not as compared with the 1950-51 crop but against crops of other recent years. Another consoling, although highly speculative, factor is the excellent outlook thus far for the next crop. Rainfall has been abundant, and coffee planters are believed to be prepared to combat insect plagues.

Coffee exports in 1951 totaled 1,097,932 bags, according to preliminary customs figures, as compared with the official figure of 1,155,333 bags in 1950. The United States took the bulk of El Salvador's coffee exports in both years—1,026,805 bags in 1951 and 1,086,762 bags in 1950.

Since early in World War II, El Salvador's coffee sales to Europe have been small. Lack of dollar exchange and absence of exchange agreements have been largely responsible for this condition.

Early in April, 1952, orders from the Netherlands for coffee in parchment showed a sudden spurt, attributed to a payment arrangement between that country and Germany (Federal Republic), whereby the Netherlands will process the coffee for re-export to Germany.

Coffee planters consider the outlook for El Salvador's

Leaders in Trade Processing of Soluble Coffees

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COFFEE

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IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

1952-53 crop excellent, both as to production and market, but admit that it is too early to make any firm appraisals.

Increased plantings and more efficient growing methods could add possibly one third to the production of coffee, El Salvador's chief crop, according to Felix Choussy, chief of Division of Economic and Statistical Studies in the Ministry of Agriculture.

Mr. Choussy places the average annual production at 1,500,000 quintals (almost 152,000,000 pounds), although the exact figure in recent years has been subject to some fluctuations.

Land presently planted to coffee in El Salvador totals 140,000 "manzanas," or 238,000 acres. By pressing into use other suitable terrain not presently employed for coffee, the area could be increased to a maximum of 200,000 "manzanas."

See obstacles to coffee loans in Guatemala

Coffee buyers and exporters in Guatemala City stated recently that no coffee crop loans will be granted Guatemalan coffee growers this year until the labor situation is clarified. Local banks have also restricted such loans, it was reported.

Crop loans which in the past have annually amounted to millions of dollars are cash advances made by coffee buyers to growers when contracting in advance of harvesting for green coffee.

Representatives of large coffee purchasers point out that due to the current consideration of a land reform program by the Guatemalan Government, there is a possibility that a labor shortage may develop at the time of harvesting green coffee late this year, which might reduce the amount available for export.

They state that Guatemala already has a labor shortage in the agricultural field, particularly at coffee picking time, and that the agrarian reform program, which will allow agricultural workers to have their own parcel of land, may create a serious shortage.

India to export 1,000 tons of 1951-52 coffee

The government of India has authorized the release of 1,000 tons of coffee from the 1951-52 crop for export, the Ministry of Commerce has announced.

The Ministry said the coffee would be released as part of a policy to encourage exports to meet the deficit in India's balance of payments.

Sales will be arranged by the Indian Coffee Board.

Estimates of Nicaraguan crop confirmed

Members of the coffee trade in Nicaragua feel that harvesting figures early this year tend to confirm earlier estimates that about 300,000 bags of 60 kilos each will be produced for export from the 1951-52 harvest.

Exports of coffee in the first quarter of 1952 totaled 157,319 bags, of which the United States took 151,709 bags.

Nicaragua's coffee exports in the calendar year 1951 totaled 267,829 bags and were valued at \$18,444,800.

The bulk of Nicaragua's 1951 shipments went to the United States.

Mobile canteen christened with cup of coffee

When the sixth unit in the New York City Salvation Army's fleet of mobile canteens was launched recently, it was christened with a cup of hot coffee.

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- SHIPMENTS
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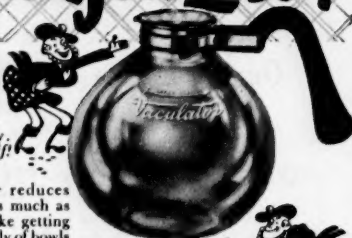
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don't miss it

The series of articles by E. A. Beveridge now running in COFFEE & TEA INDUSTRIES gives a clear explanation of how to use Coffee Futures. It makes profitable reading.

don't miss it

Shipping

Lloyd Brasileiro sends lighters to speed shipments at Paranaguá

To eliminate delays for its vessels at the port of Paranaguá, Lloyd Brasileiro is arranging for lighterage and tugboat service, according to an announcement from the home office of the line in Rio de Janeiro.

One lighter has already been sent to the port and three more, plus a tugboat, will follow immediately, it was reported.

These measures will insure that Lloyd Brasileiro vessels will not remain delayed at anchor it was indicated, and shipments will be handled rapidly.

Delta steps up sailing frequency of fast vessels to New Orleans

The Mississippi Shipping Co., Inc. (the Delta Line), recently announced to the coffee trade.

"Our passenger vessels have been operating on a schedule of two weeks, two weeks, and four weeks." In order to provide as much frequency of sailings as possible with these fast vessels, they are now operating on the basis of two weeks, two weeks, and three weeks—making very fast deliveries from Montevideo, Buenos Aires, Santos and Rio de Janeiro to New Orleans.

"In addition to the fast service provided by the passenger vessels, we have alternating freighters which call at Paranaguá, Angra dos Reis, Victoria, and other Brazilian ports for discharge at New Orleans, Houston, and other Gulf ports."

Coast Coffee handling charges increased

The handling charge on green coffee will be increased September 1st from \$1.45 per 2,000 pounds to \$1.57 on coffee moving within the scope of four shipping conferences, the Pacific Coast Coffee Association has been informed.

The conferences are the Pacific Coast-River Plate-Brazil Conference, the Camexco Freight Conference, the Colpac Freight Conference and the West Coast South America-North Pacific Coast Conference.

Second new Torm Line motorship enters service

The second of the Torm Line's new motorships, the Birgitte Torm, sailed from Copenhagen to the United States recently to enter the line's East Coast South American service, between Atlantic ports and the principal ports of Brazil, Uruguay and the Argentine.

Like her sister ship, the Estrid Torm, now in this service, this new ship is of 7,200 tons deadweight and 400,000 cubic feet of fully ventilated cargo capacity. Modern, and of the latest design in every cargo handling feature, the ship also provides excellent passenger accommodations for 12 persons in spacious, well appointed, air conditioned cabins, it was reported.

General Foods names Witham to Maxwell House position

Stephen A. Witham, formerly assistant director of market research for General Foods, has been named associate product manager for Maxwell House and Yuban Coffees in the company's Maxwell House Division.

**Ecuador joins Pan-American Coffee Bureau,
increasing roster to 11 member countries**

By official action by President Galo Plaza of Ecuador, that country has joined the Pan-American Coffee Bureau according to an announcement by Andres Uribe, acting president of PACB.

Ecuador last year exported to the United States 160,000 bags of coffee valued at \$9,200,000.

"It is a great pleasure to welcome Ecuador as the 11th member of the Pan-American Coffee Bureau," Mr. Uribe said. "This is especially so because the action of President Plaza symbolizes the increasing solidarity of the coffee producing nations and their recognition that common problems relating to the growing and promotion of coffee call for united action."

Members of the Coffee Bureau, in addition to Ecuador, are: Brazil, Colombia, Costa Rica, Cuba, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico and Venezuela.

**Coffee, cocoa beans not exempt
from price control, OPS rules**

The Office of Price Stabilization said last month that coffee and cocoa beans have not been exempted from price control.

Herbert N. Maletz, chief OPS counsel, said the ruling was made in response to numerous inquiries concerning the new controls law which exempts "fruits and vegetables in fresh or processed form."

"The legislative history of the recent amendments indicates that Congress meant the exemption to apply only to the commonly sold fresh, canned, frozen or dried fruits and vegetables," Mr. Maletz explained.

**OPS sets mark-ups for small lot
sales of green Kona in Hawaii**

The Office of Price Stabilization has announced that percentage mark-ups for small lot sales of green Kona coffee by roaster-wholesalers in the territory of Hawaii had been established.

The action supplements CPR 69, Revision 1, which fixes dollars and cents ceiling prices for this type of coffee at the producer, miller, and roaster-wholesaler level.

The new action is amendment 3 to CPR 69, revision 1, effective July 26th.

R. S. Gehlert now Cadillac Coffee Co.

R. S. Gehlert & Co., Detroit coffee roasters catering to the restaurant market, has changed its name to the Cadillac Coffee Co.

The change brings the name into line with the company's trade mark and is more indicative of the firm's product, it was explained.

No shifts in ownership, personnel or policies are involved.

The firm's staff has been augmented by a complete urn and coffee brewing equipment repair department, it was announced.

Britain loosens rules on coffee trading

The Bank of England has authorized British coffee merchants to buy South and Central American coffee in dollars and to resell it to member countries of the E. P. U. in sterling. The coffee must, however, be shipped via, and treated in, the United Kingdom

AUGUST, 1952

Inaccurate ... but appropriate!

Chicory is sometimes referred to as "coffee essence" simply because more than two thirds of the complex elements which make coffee what it is are also present in Muller's chicory . . . and in almost identical percentages. Chicory adds body, deepens the color and creates a distinctive taste that thousands of coffee enthusiasts prefer. For uniformity in grind, roast and flavor you can rely on Muller.

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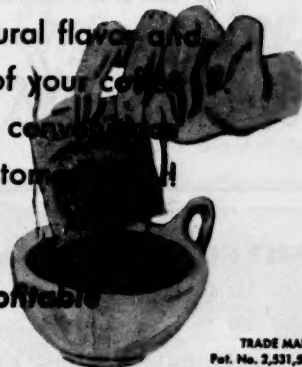
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aroma of your coffee
plus the convenience of
your customer

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GUATEMALA-EL SALVADOR-COSTA RICA
MEXICO-NICARAGUA**

461 Market St. San Francisco

**U. S. scientists on worldwide
hunt for ways to guard American
coffee trees against diseases**

Two U. S. Department of Agriculture scientists have taken off on a round-the-world Point 4 mission to seek ways of fortifying American coffee trees against plant diseases of the Orient.

The two scientists are Dr. Frederick L. Wellman and Dr. William H. Cowgill, both well-known in Latin America for their work in improving coffee production.

Dr. Wellman, a plant pathologist, is stationed at the Inter-American Institute of Agricultural Science, Turrialba, Costa Rica. Dr. Cowgill, a horticulturist, is stationed at the Instituto Agropecuario Nacional, a Guatemalan agricultural station operated jointly by the Government of Guatemala and the Office of Foreign Agricultural Relations under Point 4 arrangement.

During their five-month's trip they will visit 12 countries in Africa and the Far East, countries which once were the coffee-growing centers of the world but which in the last century have been so ravaged by coffee diseases that now their coffee exports are negligible.

Most destructive of these diseases is a rust called Hemileia (H. Vestatrix). It kills coffee trees readily and is easily transmitted. It was first observed in Africa in 1861 and a decade later was found in Ceylon. Its spread through Africa and the Far East has been extraordinarily rapid and has had catastrophic effects on coffee plantations in all that area.

Thus far the coffee-producing countries of the Western Hemisphere notably Brazil, Colombia, El Salvador, Guatemala, Mexico, and Costa Rica, have remained free of the disease.

When pathologists are asked why it has not spread to the American tropics they answer that it is probably luck.

This mission will try to find out how widespread Hemileia is, what control methods and studies have been carried out against it in infected areas, and how growers have learned to "live with it".

The mission will also collect propagating material from any high-quality coffee trees it finds that have resistance to the disease and will introduce these resistant varieties into the Western Hemisphere as insurance against a possible future influx of the disease.

**Says coffee stops helped achieve
sharp cut in Army highway accidents**

The U. S. Army, which operates the largest motor vehicle fleet in the world, has a suggestion that may help hold down the highway accident toll when warm weather jams the highways with millions of pleasure-bound motorists.

In a nutshell the Army's advice is this: "Make a ten minute stop at least once every two hours."

Eliot V. Parker, Army safety director, believes that the regular rest halts and coffee stops required of military drivers are responsible to considerable degree for the sharp drop in Army accident rates from 2.6 per 100,000 miles in 1946 to 1.7 in 1951.

The current civilian accident rate is 2.5 per 100,000 miles, 47 per cent higher than the military.

(Continued from page 15)

"Buy . . . contracts of . . . coffee futures for account of (name of importer) fixing price on their spot sale No . . ."

The above examples cover those hedging cases where an importer buys coffee and either immediately or soon thereafter sells futures as a hedge. The same procedure could be employed by any owner of green coffee besides an importer, even the producer.

1. Many in the business who have not fully covered their requirements of actual coffee and expect a decline in price can make a sale, known as an "anticipatory hedge," by selling futures and then later buying their actual coffee needs at the anticipated decline in price.

In all such cases the operator should be mindful of the admonition about selling futures at too great a discount.

How to "sell" coffee

(Continued from page 17)

about 40 servings per pound equals..... .0025

Cost per Cup0300
--------------------	-------

A natural survey shows that from 65 to 95 per cent of all checks include coffee or, in other words, coffee represents 83 per cent of all beverage orders.

Coffee was not only the leading commodity imported for consumption in 1951, but represented 12½ per cent of the total United States imports. We imported 2,693,000,000 pounds valued at \$1,300,000,000.

Cafe Alvorada S/A, Santos, leading coffee exporters specializing in good quality Paranas, has appointed W. R. Grace & Co., New York City, as their sales agent, according to Juan E. Godoy, a vice president of Grace.

HARD & RAND

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NEW YORK NEW ORLEANS



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Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

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CENTRAL AMERICA
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Regular weekly sailings

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Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 176-178
LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.
MATADI:
Nieuwe Afrikaansche Handels Vereniging



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Canard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherlands Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Stratban Shipping Co.
Sued-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
West-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Hornston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
MI—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

ACAJUTLA

8/23 Marna Ufruit Cristobal² 8/27

AMAPALA

8/16 Marna Ufruit Cristobal² 8/27

ANGRA DOS REIS

8/16 Siranger Wes-Lar LA9/10 SF9/13 Po9/18 Se9/20 Va9/22
8/24 Bowmonte IFC NY9/11 Pa9/17 Ba9/18 Bo9/21 MI9/26
9/27 Villanger Wes-Lar LA10/26 SF10/29 Po7/7/3 Sell/5 Vall/7
9/29 Skaubo IFC NY10/15 Bo10/18 MI10/23

BARRANQUILLA

8/12 Cape Avinof Ufruit NY8/24
8/13 Fiador Knot Ufruit N08/25
8/13 Manizales Granco NY8/19
8/14 Santa Sofia Grace NY8/19
8/19 Cape Cod Ufruit NY8/31
8/20 Santa Clara Grace NY8/25
8/20 Alna Granco NY8/27
8/26 Levers Bend Ufruit N09/8
8/26 Cape Cembrind Ufruit NY9/7
8/28 Santa Monica Grace NY9/2
9/2 Cape Ann Ufruit NY9/14
9/3 Santa Sofia Grace NY9/8
9/9 Fiador Knot Ufruit N09/22
9/9 Cape Avinof Ufruit NY9/21
9/16 Cape Cod Ufruit NY9/28
9/23 Levers Bend Ufruit N010/6

BARRIOS

8/10 C G Thulin Ufruit NY8/17
8/16 Byfjord Ufruit N08/24

8/17 Manauqui Ufruit NY8/24
8/23 Matura Ufruit Ho8/28 N08/31
8/24 Avenir Ufruit NY8/31
8/30 Mayari Ufruit Ho9/4 N09/7
8/31 Mahalia Ufruit NY9/7
9/6 San Benito Ufruit Ho9/10 N09/14
9/7 C G Thulin Ufruit NY9/14
9/13 Byfjord Ufruit Ho9/17 N09/21
9/14 Manauqui Ufruit NY9/21
9/20 Matura Ufruit Ho9/24 N09/28
9/21 Avenir Ufruit NY9/29

BUENAVENTURA

8/11 Santa Barbara Grace NY8/18
8/12 Canche Independence LAB/28 SF8/31 Po9/5 Va9/8 Se9/11
8/12 Barquisimelo Granco NY8/20
8/18 Santa Maria Grace NY8/25
8/19 Quito Granco NY8/27
8/21 Swolder Granco NY9/3
8/25 Santa Luisa Grace NY9/1
8/26 Santa Ines Grace NY9/2
9/1 Santa Cecilia Grace NY9/8
9/2 Santa Olivia Grace NY9/9
9/8 Santa Margarita Grace NY9/15

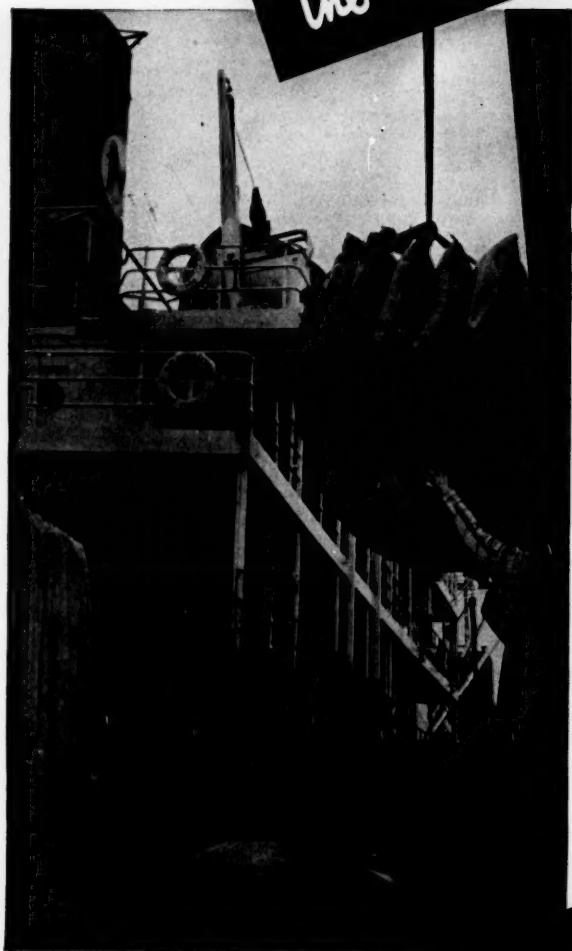
CARTAGENA

8/10 Maracaibo Granco NY8/19
8/11 Veragua Ufruit NY8/18
8/14 Fiador Knot Ufruit N08/25
8/16 Santa Paula Grace NY8/20
8/17 Alna Granco NY8/27
8/18 Jamaica Ufruit NY8/25
8/23 Santa Rosa Grace NY8/27
8/25 Talamanca Ufruit NY9/1
8/27 Levers Bend Ufruit N09/8
8/30 Santa Paula Grace NY9/3
9/1 Veragua Ufruit NY9/8

SHIPS.....

the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
Lines
New York 4

5 Broadway
OFFICES IN PRINCIPAL CITIES OF THE WORLD

SAILS	SHIP	LINE	DUE
9/6	Santa Rosa	Grace	NY9/10
9/8	Jamaica	UFruit	NY9/15
9/10	Fiador Knot	UFruit	NO9/22
9/15	Talamasca	UFruit	NY9/22
9/22	Veraqua	UFruit	NY9/29
9/24	Levers Bend	UFruit	NO9/28

CORINTO

8/14	Marna	UFruit	Cristobal ¹	8/27
8/16	Canche	Independence	LA8/28 SF8/31 Po9/3 Va9/8 Se9/11	

CRISTOBAL

8/11	Cape Ann	UFruit	NY8/17
8/12	Santa Barbara	Grace	NY8/18
8/14	Barquisimeto	Granco	NY8/20
8/16	Fiador Knot	UFruit	NO8/25
8/18	Sumbaya Maru	NYK	NY8/27
8/18	Cape Arinof	UFruit	NY8/24
8/19	Santa Maria	Grace	NY8/25
8/21	Quito	Granco	NY8/27
8/22	Arima Maru	NYK	NY8/31
8/25	Cape Cod	UFruit	NY8/31
8/26	Santa Luisa	Grace	NY9/1
8/26	Svalder	Granco	NY9/3
8/30	Levers Bend	UFruit	NO9/8
9/1	Cape Cbrind	UFruit	NY9/7
9/2	Santa Cecilia	Grace	NY9/8
9/8	Cape Ann	UFruit	NY9/14
9/9	Santa Margarita	Grace	NY9/15
9/13	Fiador Knot	UFruit	NO9/22
9/15	Cape Arinof	UFruit	NY9/21
9/27	Levers Bend	UFruit	NO10/6

DAR es SALAAM

9/15	Afr Planet	Farrell	NY10/6
10/18	Afr Lightning	Farrell	NY11/11
10/22	Afr Rainbow	Farrell	NY11/22

DURBAN

8/12	Silverware	JavPac	LA8/20
9/10	A vessel	JavPac	LA9/18
10/25	Sarangan	JavPac	LA10/4
12/4	Lombok	JavPac	LA12/12

EL SALVADOR

8/18	Canche	Independence	LA8/28 SF8/31 Po9/3 Va9/8 Se9/11
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GUATEMALA

8/10	Vesuvio	Italian	LA8/20 SF8/23 Va8/28 Se8/30 Po9/2
8/13	Winnipeg	French	LA8/19 SF8/22 Va8/26 Se8/30 Po9/3
8/19	Canche	Independence	LA8/28 SF8/31 Po9/3 Va9/8 Se9/11

GUAYAQUIL

8/16	Quito	Granco	NY8/27
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La GUAIRA

8/14	Santa Paula	Grace	NY8/20
8/21	Santa Rosa	Grace	NY8/27
8/28	Santa Paula	Grace	NY9/3
9/4	Santa Rosa	Grace	NY9/10

LA LIBERTAD

8/11	Snefeld	UFruit	Cristobal ¹	8/14
8/22	Marna	UFruit	Cristobal ¹	8/27

LA UNION

8/19	Marna	UFruit	Cristobal ¹	8/27
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LIMON

8/15	Cape Arinof	UFruit	NY8/24
8/19	Fiador Knot	UFruit	NO8/25
8/22	Cape Cod	UFruit	NY8/31
8/29	Cape Cbrind	UFruit	NY9/7

AUGUST, 1952

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SAILS	SHIP	LINE	DUE
9/2	Levers Bend	UFruit	N09/8
9/5	Cape Ann	UFruit	NY9/14
9/12	Cape Avinof	UFruit	NY9/21
9/16	Fiador Knot	UFruit	N09/22
9/19	Cape Cod	UFruit	NY9/28
9/30	Levers Bend	UFruit	N010/6

LOBITO

8/20	Del Sol	Delta	N09/13
8/27	Afr Pilot	Farrell	NY9/15
8/29	Afr Grove	Farrell	NY9/28
9/6	Ferngulf	Am-W Afr	NY10/15
9/20	Del Campo	Delta	N010/14
9/24	Afr Patriot	Farrell	NY10/28
9/27	Taurus	Am-W Afr	NY10/31
10/3	Afr Glen	Farrell	NY10/22
10/9	Del Oro	Delta	N011/1

LOURENCO MARQUES

8/14	Kenneth McKay Lykes		
8/17	Silverwave	JarPac	LA8/25
9/18	A vessel	JarPac	LA9/26
11/2	Sarangani	JarPac	LA11/20
12/10	Lombok	JarPac	LA12/18

LUANDA

8/15	Del Sol	Delta	N09/13
8/23	Afr Pilot	Farrell	NY9/15
8/26	Afr Grove	Farrell	NY9/28
8/31	Ferngulf	Am-W Afr	NY10/15
9/13	Del Campo	Delta	N010/14
9/21	Afr Patriot	Farrell	NY10/28
9/21	Taurus	Am-W Afr	NY10/31
9/30	Afr Glen	Farrell	NY10/22
10/1	Del Oro	Delta	N011/1

MARACAIBO

8/12	Santa Sofia	Grace	NY8/19
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SAILS	SHIP	LINE	DUE
8/15	Atina	Granco	NY8/27
8/17	Santa Clara	Grace	NY8/25
8/26	Santa Monica	Grace	NY9/2
8/31	Santa Sofia	Grace	NY9/8
9/9	Santa Clara	Grace	NY9/16

MATADI

8/13	Del Sol	Delta	N09/13
8/18	Afr Pilot	Farrell	NY9/15
8/23	Afr Grove	Farrell	NY9/28
8/29	Ferngulf	Am-W Afr	NY10/15
9/10	Del Campo	Delta	N010/14
9/18	Afr Patriot	Farrell	NY10/28
9/19	Taurus	Am-W Afr	NY10/31
9/26	Afr Glen	Farrell	NY10/22
9/28	Del Oro	Delta	N011/1

MOMBASA

8/15	Dolly Turman	Lykes	U.S. Gulf/8
8/15	Mowbray	Robin	NY9/29
9/7	Afr Planet	Farrell	NY10/6
9/15	Locksley	Robin	NY10/30
10/10	Afr Lightning	Farrell	NY11/11
10/14	Afr Rainbow	Farrell	NY11/22

PARAMARIBO

8/11	A vessel	Alcoa	NY8/25
9/25	A vessel	Alcoa	NY10/19
11/6	A vessel	Alcoa	NY11/20

PARANAGUA

8/10	Mormacstar	Mormac	NY8/27 Bo8/30 Pa9/1 Ba9/3
8/11	Alf Lindeberg	Stockard	NY8/30
8/12	Siranger	Wes-Lar	LA9/10 SF9/13 Pa9/18 Se9/20 Va9/22
8/12	Alwaki	Hol-Int	NY9/3 Bo9/5 HR9/8 Ba9/9 Pa9/10
8/16	Del Valle	Delta	N09/9 Ho9/14
8/19	Mormachawk	Mormac	Ba9/6 Pa9/8 Bo9/10 NY9/12

SOME LIKE IT HOT ... SOME LIKE IT COLD ...

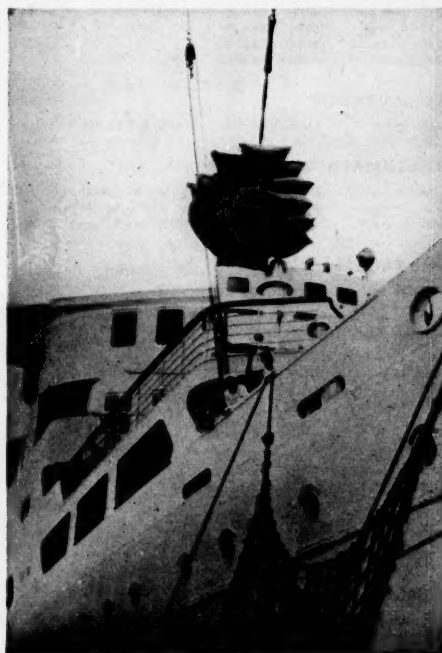
BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

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SAILS	SHIP	LINE	DUE
8/20	Vigrid	Nopal	Mo9/12
8/—	Seafarer	PAB	
9/—	Pathfinder	PAB	
9/4	Santos	Stockard	NY9/23
9/14	Cape Horn	Delta	NO10/5 Mo10/10
9/16	Aagtedyk	Hol-Int	NY10/6 Bo10/8 HR10/10 Ba10/11 Pa10/12
9/21	Del Viento	Delta	NO10/13 Mo10/18
9/22	Villanger	Wes-Lar	LA10/26 SF10/29 Po77/3 Sell/5 Vall/7
9/24	Skaube	IFC	NY10/15 Bo10/18 Mi10/23

PORT SWETTENHAM

8/28	Arnold Mnsk	Maersk	NY10/18
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PUERTO CABELLO

8/13	Santa Clara	Grace	NY8/25
8/20	Santa Monica	Grace	NY9/2
8/27	Santa Sofia	Grace	NY9/8
9/3	Santa Clara	Grace	NY9/16

PUNTARENUS

8/15	Canche	Independence	LAB/28 SFB/31 Po9/5 Va9/8 Se9/11
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RIO de JANEIRO

8/—	Seafarer	PAB	
8/11	Bowrio	IFC	NY8/26 Pa8/30 Ba9/1 Bo9/4 M19/15
8/14	Alf Lindberg	Stockard	NY8/30
8/14	Alwaki	Hol-Int	NY9/3 Bo9/5 HR9/8 Ba9/9 Pa9/10
8/14	Del Mar	Delta	N08/28
8/17	Stranger	Wes-Lar	LA9/10 SF9/13 Po9/18 Se9/20 Va9/22
8/20	Rio de La Plata	ArgState	NY9/1
8/20	Brazil	Mormac	NY9/1
8/22	Del Valle	Delta	N09/9 Mo9/14
8/24	Vigrid	Nopal	N09/9 Mo9/12
8/27	Bowmonte	IFC	NY9/11 Pa9/17 Ba9/18 Bo9/21 M19/26
8/28	Del Norte	Delta	N09/11
9/3	Rio Tunuyan	ArgState	NY9/15
9/7	Santos	Stockard	NY9/23
9/11	Del Sud	Delta	N09/25
9/18	Aagtedyk	Hol-Int	NY10/6 Bo10/8 HR10/10 Ba10/11 Pa10/12
9/19	Cape Horn	Delta	NO10/5 Mo10/10
9/24	Rio Jachal	ArgState	NY10/6
9/26	Del Viento	Delta	NO10/13 Mo10/18
9/28	Villanger	Wes-Lar	LA10/26 SF10/29 Po11/3 Sell/5 Vall/7
9/30	Skaube	IFC	NY10/15 Bo10/18 Mi10/23
9/—	Pathfinder	PAB	

SANTOS

8/—	Seafarer	PAB	
8/13	Alf Lindeberg	Stockard	NY8/30
8/15	Del Mar	Delta	N08/28
8/15	Alwaki	Hol-Int	NY9/3 Bo9/5 HR9/8 Ba9/9 Pa9/10
8/14	Mormacstar	Mormac	NY8/27 Bo8/30 Pa9/1 Ba9/3
8/16	Stranger	Wes-Lar	LA9/10 SF9/13 Po9/18 Se9/20 Va9/22
8/17	Mormactide	Mormac	NY8/31 Bo9/4 Pa9/6 Ba9/7
8/18	Brazil	Mormac	NY9/1
8/18	Rio de La Plata	ArgState	NY9/1
8/20	Del Valle	Delta	N09/9 Mo9/14
8/22	Vigrid	Nopal	N09/9 Mo9/12
8/22	Bowmonte	IFC	NY9/11 Pa9/17 Ba9/18 Bo9/21 M19/26
8/23	Mormachawk	Mormac	Ba9/6 Pa9/8 Bo9/10 NY9/12
8/27	Del Norte	Delta	N09/11
8/27	Mormacaga	Mormac	Jx9/9 Ba9/12 Pa9/14 NY9/16 Bo9/19 M19/23
9/1	Rio Tunuyan	ArgState	NY9/15
9/4	Santos	Stockard	NY9/23
9/—	Pathfinder	PAB	
9/10	Del Sud	Delta	N09/25
9/17	Cape Horn	Delta	NO10/5 Mo10/10
9/17	Aagtedyk	Hol-Int	NY10/6 Bo10/8 HR10/10 Ba10/11 Pa10/12
9/22	Rio Jachal	ArgState	NY10/6
9/24	Del Viento	Delta	NO10/13 Mo10/18
9/26	Villanger	Wes-Lar	LA10/26 SF10/28 Po11/3 Sell/5 Vall/7
9/27	Skaube	IFC	NY10/15 Bo10/18 Mi10/23

TAMPICO

8/26	Tunaholm	Swed-Am	M19/8
8/30	Danaholm	Swed-Am	M19/16
10/11	Tunaholm	Swed-Am	M10/28
10/22	Danaholm	Swed-Am	M11/10



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BALTIMORE—The Hopkins Steamship Agency, Inc., Murray Bldg.
BOSTON—Sprague Steamship Company, 10 Post Office Square.
PHILADELPHIA—B. H. Sobelman & Co., Inc., Bourse Bldg.
PITTSBURGH—Lamarck Shipping Agency, 202 Henry W. Oliver Bldg.
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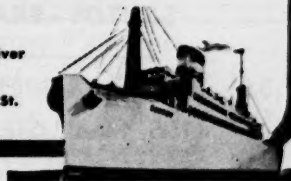
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VERA CRUZ

8/19	Tunaholm	Swed-Am	MI9/8
8/29	Danaholm	Swed-Am	MI9/16
10/7	Tunaholm	Swed-Am	MI10/28
10/20	Danaholm	Swed-Am	MI11/10

VICTORIA

8/11	Colombia	Lloyd	N08/26	Mo9/1
8/16	Atwaki	Hol-Int	NY9/3	Bo9/5 HRS/8 Ba9/9 Pa9/10
8/24	Del Valle	Delta	N09/9	Mo9/14
9/20	Aagtedyk	Hol-Int	NY10/6	Bo10/8 HRI10/10 Ba10/11 Pa10/12
9/21	Cape Horn	Delta	N010/5	Mo10/10
9/28	Del Viento	Delta	N010/13	Mo10/18

TEA BERTHS

CALCUTTA

8/24	City Swansea	Ell-Buck	Bo9/25	NY9/26 Pa9/29 Nf10/1 Ba10/3
9/1	City-Sydney	Ell-Buck	St Jo10/13	MI10/18
9/7	City-Phila	Ell-Buck	Bo10/9	NY10/10 Pa10/13 Nf10/15 Ba10/17
9/8	Bintang	JavPac	SF10/11	LA10/16 Pol1/2 Vall/6
10/8	Samarinda	JavPac	SF11/10	LA11/15 Pol2/2 Val2/6
11/8	Silverspray	JavPac	SF12/11	LA12/16 Pol/2 Val/6

COCHIN

8/19	Cingalese	Prince	Ha9/12	Bo9/15 NY9/17
9/11	Arnold Misk	Maersk	NY10/16	
10/5	British	Prince	Ha10/29	Bol1/1 NY11/3
11/1	Eastern	Prince	Hall/26	Bol1/28 NY11/30

COLOMBO

8/17	Cingalese	Prince	Ha9/12	Bo9/15 NY9/17
8/22	Silvercrest	JavPac	LA10/3	SF10/8 Pol10/15 Val10/20
8/24	City Swansea	Ell-Buck	Bo9/25	NY9/26 Pa9/29 Nf10/1 Ba10/3
8/30	Silverwave	JavPac	LA10/4	SF10/9 Pol10/17 Sel10/21 Val10/23
9/1	City-Sydney	Ell-Buck	St Jo10/13	MI10/18
9/7	City-Phila	Ell-Buck	Bo10/9	NY10/10 Pa10/13 Nf10/15 Ba10/17
9/7	Arnold Misk	Maersk	NY10/18	
9/8	Bintang	JavPac	SF10/11	LA10/16 Pol1/2 Vall/6 Sell/9
9/22	Silvermoon	JavPac	LA11/3	SF11/8 Pol1/15 Vall/20
10/3	British	Prince	Ha10/29	Bol1/1 NY11/3
10/22	Utrecht	JavPac	LA12/3	SF12/8 Pol2/15 Val2/20
10/30	Eastern	Prince	Hall/26	Bol1/28 NY11/30
11/22	Lawak	JavPac	LA1/3	SF1/8 Pol1/15 Val/20

KOBE

8/13	Wave	Pioneer	NY9/25
8/20	Bay	Pioneer	NY10/10
8/29	Lisholt	Stockard	NY10/5
9/30	Igadi	Stockard	NY11/8

SHIMIZU

8/31	Lisholt	Stockard	NY10/5
8/31	Bay	Pioneer	NY10/10
10/1	Igadi	Stockard	NY11/8

TANGA

9/10	Afr Planet	Farrell	NY10/6
10/13	Afr Lightning	Farrell	NY11/11
10/17	Afr Rainbow	Farrell	NY11/22

YOKOHAMA

8/16	Wave	Pioneer	NY9/25
8/31	Bay	Pioneer	NY10/10
9/2	Lisholt	Stockard	NY10/5
10/3	Igadi	Stockard	NY11/8

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

² Accepts freight for New York, with transshipment at Cristobal, C. Z.

James Osgood on Brazil trip

James B. Osgood, president of the Osgood Coffee Co., Kansas City, Mo., sailed for Brazil recently on the Moore-McCormack liner Argentina.

He was accompanied by Mrs. Osgood.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		Total
		Brazil	Others		Brazil	Others	
			Total				
1950							
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,439	929	410	1,339	998	303	1,301
December	1,338	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June	1,179	616	605	1,221	808	405	1,213
July (1-21)	959	423	458	881	—	—	—

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

Last month two events brought repercussions to bear on the coffee market, one to a slight extent, the other to a considerable degree.

The events took place in the two countries which dominate the world's coffee industry—the United States and Brazil.

From Washington, D. C., there issued the somewhat ponderous opinion that coffee was not a fresh or processed fruit or vegetable.

This declaration, which taken by itself might seem rather silly, was a ruling by OPS that coffee was not exempt from price control, as other items were, as a result of recent amendments to the Defense Production Act.

The idea was spread in the trade previously that coffee might be declared a vegetable and free from price control, a notion which contributed to some speculative buying and to an increased interest in green coffees. There was concern in some quarters that if prices were decontrolled, the market might advance rapidly.

The OPS ruling was the lesser event. It sent out repercussions, but since not much of a straw man had been raised by anticipation of a ruling in the other direction, the declaration, when it came, did not have much of a straw man to knock down.

The bigger event, one which is likely to have far more serious repercussions in the future than at the moment, was the news from Rio de Janeiro that President Vargas had signed a government decree guaranteeing minimum prices for the coffee crop commencing July 1st, 1952.

The minimum was set at 210 cruzeiros per ten kilos for Standard Type 4, f. o. b. Santos.

The decree also pledged the government to finance the crop at a basis of 80 per cent of the minimums.

It was estimated in the New York market that the minimums for Santos 4's would probably work out to at least 52 cents.

Rumors of cruzeiro devaluation, which crop up regularly, were again denied last month by Horacio Lafer, Brazil's minister of finance.

Pressure to devalue was intermittent, but one thing was permanent and stable—the determination of President Vargas and the ministry of finance not to devalue, Mr. Lafer indicated.

The coffee market therefore finds itself today, with a floor and a ceiling. Even though the space between the two is wide enough to permit some energetic bouncing, nevertheless their existence is bound to have an effect in the long run.

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FLAVOR
YOUR CUP
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED

World coffee outlook

(Continued from page 11)

the general trade of some countries and hence imports of coffee.

France, Great Britain and Italy have already announced plans for economic austerity. To the extent that it is expected by analysis of the European picture, the effect of these programs on the coffee trade is included in the estimates of coffee imports for 1952.

In spite of the overall effects expected in the coffee trade from the general economic difficulties in Europe, some countries indicate higher import expectancies. Of these, Germany, the Netherlands, Denmark and Switzerland are of particular importance.

As in previous years, we have to regret the lack of accurate and reliable consumption data from markets of Africa, Asia and Oceania. Only reasonable approximations can be made, based on long time import trends. On this basis, it can be expected that these markets will increase their imports by about 280,000 bags of 60 kilos in 1952.

Wagon route aim

(Continued from page 8)

of catalogue use were discussed, with operators mentioning its value as a supplement to actual merchandise, enabling the route men to carry a wider line and to offer customers more higher-priced merchandise. The increasing number of name brand lines available as premium merchandise were mentioned as a great benefit to route operators.

Another recent development of great interest to operators was the increasing number of higher-priced items carried for sales to "budget accounts." Consensus of experience among the operators was that credit losses are remarkably low—less than .01½% in The Grand Union Co., Mr. Preis declared.

The route man is usually considered in the same category as a neighborhood merchant by the housewife, some said, and little difficulty is encountered in collections, even though some operators suggested allowing as high as \$100 credit on such accounts. Such credit extension is altogether new to this industry, although Mr. Preis said his firm has increased the limit to \$40, from a former \$20 maximum.

In accepting the presidency of NRTCMA, Mr. Gerbosi emphasized the need for trade association members to maintain contact with each other during the year.

"We all belong to a trade association because of our common interests and the strength we gain through numbers," he declared. "In our discussions each year, we try to find better ways of getting our jobs done, increasing sales, getting new accounts, etc. But there is no question asked here which we could not ask of each other during the year. Each member should write to, and exchange ideas with, at least one other member before the next convention."

It's Edgewater Beach again for NRTCMA convention in 1953; dates are announced

Wagon route operators like to plan ahead. With the close of the 1952 convention of the National Retail Tea and Coffee Merchant's Association, it was announced that the 1953 conclave will be held June 7th-11th at the Edgewater Beach Hotel, Chicago, site of this year's meeting.

Editorials

Nice and hot, wasn't it?

The July from which a large part of the country emerged gasping and bedraggled was marked by the longest and hottest heat wave in weather bureau records.

Tea men, we know, didn't suffer nearly as much as the general population.

Every time they stepped into a restaurant they could see one of the results of the unprecedented succession of over-ninety days.

More than ever before, people were turning for refreshment to iced tea.

We say more than ever before on the basis of personal observation. More iced tea glasses were in evidence, as the heat wave wore relentlessly on, than we had seen in previous years.

Of course personal observation is not market research. What is needed is evidence from other areas. But we suspect that evidence is there.

If the summer of 1952 continues its barrage of high-degree days, the season should turn out to be a good one indeed for the industry.

It will be that good, let us understand, not merely because of the happenstance of weather. The efforts of the tea industry as a whole, and of its individual companies, this year and in past years, to build iced tea as a summer-time drink will be chiefly responsible.

Without these conscious efforts by the trade weather could still have an effect. But only the difference between a relatively small absorption and a slightly better one.

The more effective the trade's efforts, the more results can be wrung from favorable turns in circumstances beyond our control, like the weather.

One facet of the heat-wave stimulated demand for iced tea will make this clear.

To the extent that the tea industry convinced restaurants to use the two-ounce formula for iced tea, every glass of this beverage which was drunk meant more leaf consumed per cup.

It also meant a happier restaurateur, since he cleared a better profit on that glass, and a happier consumer, since he got a glass of iced tea with real flavor to it.

These additional factors are probably even more important than the immediate one of more being consumed per cup right now. They mean a solid foundation for more tea volume in the future.

That formula didn't just happen. It was the result of deliberate, conscious effort by the Brewing Committee of the Tea Association of the U.S.A., and once it was developed, it was merchandised to restaurants on many levels

by the combined efforts of large sections of the trade.

Those efforts are one explanation why tea men can grin and say, "Nice and hot, isn't it?"

Farewell

As such occasions sometimes are, the dinner at the Waldorf-Astoria at which the National Coffee Association said farewell to its executive vice president, Bill Williamson, was a touching event.

The industry was saying goodbye to a man who had been associated with it for more than 23 years. That's a long time in the life of a man—and even of an industry.

In this case, it was a span embracing both the stormiest period in the modern history of coffee, and also the period of greatest expansion. It was an expansion which, by and large, was not affected by the sharpest price rise the industry ever experienced.

In his farewell talk to coffee men, Bill Williamson said the industry had sometimes made mistakes in tactics, but never in the basic strategy of attempting to build consumption here.

In line with that thinking, he urged the trade never to allow the feeling it had gone as far as it could go, that all it could do now was to hold its own.

The problems ahead, he pointed out, were as great, or greater, than those which the industry faced 23 years ago, when consumption on a per capita basis was only a fraction of what it is today.

Two potentials alone, he insisted, could with intelligent promotion yield another 6,000,000 bags of consumption in this country.

One of those potentials is iced coffee. The other is the between-meals market, now being tackled in the coffee-break campaign.


Bill Williamson looked back, as was natural, in his farewell words. But he did it only to sketch perspectives for the future, perspectives of initiative, work and growth. Which is a constructive way to say farewell.

Opportunities in futures

Just in case you haven't been reading them, start in this issue—in the article on "Hedging"—the series on uses of coffee futures which we have been running for the past few months.

The articles outline opportunities of which a surprising number of coffee men are unaware.

Once they get these facts, which dispel any mystery about coffee futures that may linger in people's minds, these coffee men will be far better equipped to decide if, when and how to use coffee futures to their own benefit.

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Back to quality

By A. L. PORTER

A. L. Porter, better known in the tea trade of Calcutta and London as Leslie, is now with the Carter, Macy Co., Inc., New York City, to observe firsthand the industry's methods in this country.

Until he came to the United States last month, Mr. Porter was associated during all of his tea career with Brooke Bond.

He was born in North Ireland in 1915 and educated in England. He started in tea with Brooke Bond in London in 1933.

Two years later he went to the Calcutta office of Brooke Bond India, Ltd., where he remained until December, 1951—with time out for service in the Indian Army during the war. When he left, he held the position of manager of the export department.

Before coming to the United States, he spent two months in Colombo and three months in London.

His views on tea are therefore based on well rounded and direct contact with the tea centers of the world.

The necessity to produce more and more tea in India, Ceylon and East Africa, brought about by the closing to the western world of large areas of production during the war, has been largely responsible for a decline in quality, which, because of deteriorating labor conditions and slow replacement of worn machinery, will now be difficult and costly to correct.

We have seen during this last season, when an enormous crop was produced in India, some of the poorest tea that country has given us in the last decade. It was, of course, a bad year climatically—and weather is more important than any other single factor in producing quality. Nevertheless, it is my opinion that considerable improvement would have been possible had more care been given to the plucking and manufacturing of the crop.

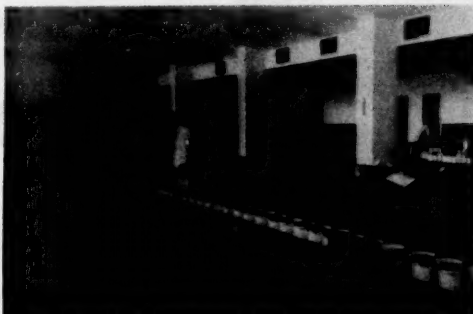
The former of these is dependent on the quantity and quality of the labor available and the second partly to this and partly to the condition of the plant and machinery employed in the manufacturing process.

The cost of production on many estates in India has increased, due very largely to the high cost of subsidizing the food which the management now has to provide for the labor force, and while such conditions prevail there is little desire to increase this force or to expend capital in the replacement of machinery long past its best.

This last year, however, has clearly shown that there is a great demand for the better qualities, and usually at prices which must be the envy of the producers of low medium and common tea.

In the years immediately following the war, when there was a very real world shortage of tea, the price margin between lowest and highest qualities was very narrow. Now, as more and more tea becomes available to the world each year, this margin is continually expanding.

Currently, in London, there are teas selling in the Mincing Lane auctions at prices which, after deduction of Indian export duty, the cost of freight from Calcutta to London, and other charges, will return the producer not more than five



A. L. Porter (center) "tasting the sale" in the spacious, air-conditioned tea tasting room of Brooke Bond India, Ltd., in Calcutta. He is examining samples of tea to be offered for sale on the Calcutta auctions.

cents per pound! This is, I am informed, for teas of poor appearance, but with clean, sweet liquors. At the same time, well made teas with medium quality—let's take Assam Broken Pekos—are selling in Calcutta around 40/48¢ and showing the producer a reasonable profit.

This, I admit, is not a very fair comparison to make from the quality angle, the one being old and the other new season's tea. But it does bring out the consumer's interest in quality—his willingness to pay for what he wants and his lack of interest in the really poor grades, except at prices which show heavy losses to the producer.

Let us hope, then, that more attention will be paid this year to plucking and manufacture, and that the climate will be kinder—at least in Northern India.

There are a large number of estates in all producing countries which, on account of their location, could never produce good liquoring teas, but most of them can improve on their present product, and with the incentive now before them, I think we can expect to see a general improvement in the near future.

To be fair to the estate managers, who have the power to make improvement, let me say that theirs is neither a pleasant nor an easy task these days. Since the war, labor has become more truculent and difficult to control, and consequently fine plucking a problem. And further, the manager has had to shoulder more and more administrative work—mostly in connection with the feeding of his labor—permitting him far less time for supervising the field work and manufacture of his crop.

With the increase of the rotation in the United Kingdom and the anticipation that this country and Canada will again require to replenish their stocks, we look for a better all-around market. But I think the tendency will still be for good prices to be paid for the medium and good teas, and interest will only be shown in the worst when they are available at prices giving no profit to the producer.

The time has arrived when the producer must consider quality before quantity—and for tea drinking people all over the world this is a happy thought.

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Tea leaves

pointed comments by a tea trade dean

By ROBERT A LEWIS

Tea drinking habits

Some rather strange situations in tea distribution have become commonplace in the world since the war. The United Kingdom, where tea is far and away the national drink, has until now been rationed. In the United States, consumers have been able to buy all the tea they want.

In one country the problem of the population has been to make do with the tea available to it. In the other country the problem of the trade has been to convince the population to use more tea.

Some of these differences are beginning to dissolve. In England the tea ration is being increased, and indications are that it may become a part of history, unpleasant but past, by the end of this year.

Problem will change

Soon, therefore, the problem in England will change in character. For the tea industry there the situation will become in some respects like the one in the United States, although in most other ways the pictures will remain strikingly dissimilar.

For long years now the British public has had to stretch its tea brew, adding extra water and making a thin liquor. With milk and sugar, in accordance with British custom, the beverage was only a shadow of what the British cup used to be.

In the United States, where tea supplies have not been a problem, the industry has always been concerned with enlarging the market. Recently that effort has included a widening emphasis on more tea per capita through the use of more tea to the cup.

Stronger brews, more "colory" liquors have been encouraged by the industry's advertising and promotion.



Robert A. Lewis

Considerable progress has been made—much more remains to be achieved—among public eating places in winning the adoption of two ounces of tea to the gallon of boiling water, instead of the one ounce used almost universally before.

Moreover, packers are being urged to increase the weight of their tea bags for household use. Already a few packers have adopted a heavier tea bag than even the so-called minimum of 35 grains, or 200 tea bags to the pound of leaf.

This trend is sound. Progress in that direction is something to hope for, and work for. Shifting the already existing tea consumer to a stronger brew, with more tea taste in it, is a solid way of enlarging the market.

More tea per cup

It has the direct result of absorbing more tea in more leaf per cup. A stronger brew will also have the indirect but even more far-reaching effect of attracting more tea drinkers.

In the United States, unlike England, tea with milk is the exception. Most Americans prefer their brew "neat," or straight, without milk, and are seemingly immovable on that point. This habit at least has the virtue of not diluting the tea, whatever else might be said about it.

A surprising number of people, incidentally, take this country's companion beverage, coffee, "neat" or black, although some add sugar.

With the end of rationing in England, the trade will find itself facing a need to unpeg the country's habit of tea stretching. It may come easily, it may not, but the industry has already begun the work.

With all the tea they want, Britons may soon be brewing a strong liquor once again.

But tea habits, like other patterns of living, begin when we are young. In the United States a pivotal task, from the long range point of view, is to bring young people to an acceptance of tea, to get them to join their elders in drinking tea when it is served at the family table.

Children now under ten will be direct prospects for tea within a relatively few number of years, and their ranks will expand the potential market drastically.

Better quality

One way of getting ready now to serve these potential consumers is to prepare to give them a better quality of tea than we have been receiving from the producing countries. In a constructive way, we should register with the planters our feeling that they should concentrate on replacing tea bushes producing a poor quality leaf with better bushes.

A bright, true tea flavor is the hinge pin upon which revolve all efforts to enlarge the tea market.

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—Sylvester W. Becker, John R. Thompson Co.,
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—Henry P. Jensen, Owner, Ole's Waffle Shop,
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Profits formerly overlooked. "We have found that in the winter, too, our customers demand and enjoy a glass of Iced Tea with their meals. We have been serving Iced Tea all year 'round for four years. Month by month, it has meant added beverage profits for our operation—profits we formerly overlooked."

—Veronica Morrissey, L. S. Ayres & Company,
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India agrees Britain may re-export her teas to Continent, not U. S.

Indian tea may now be re-exported from Britain to Europe, it was announced last month by the Indian government. Eire is excepted. Re-exports to the United States and Canada continue to be prohibited.

When the London tea auctions were resumed last year, after closure since 1939, the Indian government banned the re-export of any Indian tea unless it were purchased at the Calcutta auctions. Furthermore, a limit on the United Kingdom imports for consumption was placed at 275,000,000 pounds. These restrictions proved a boomerang.

While the consumption of tea has been steadily increasing on the Continent during the past 30 years, individual importers are small and find it difficult to do business with Calcutta or Colombo, whereas it is easy for them to do business with London, it was stated.

Both restrictions have been lifted. Not only is the limit on United Kingdom tea being removed, but the United Kingdom tea trade may once more re-export to Continental countries.

Tea Trade Club of New England feted at Boston shipboard party

The Tea Trade Club of New England was feted at a shipboard party in the form of a buffet supper aboard the S. S. Exeter while it was docked at Pier 3 in East Boston recently. This ship is one of the four "aces" of the American Export Lines, which operates a fleet of large freighters

engaged in the tea-carrying trade.

Arrangements for the party were made with New England representative of the American Export Lines in Boston, Joseph S. Desmond and the assistant freight traffic manager in New York, Thomas E. Farrell, who unfortunately found it impossible to attend. To insure the success of the occasion, John McGowan, vice president of the line, journeyed from New York to be aboard.

This unusual affair was attended by about 40 members of the Club, all of whom are connected with the tea trade in the New England area.

Captain William W. Kuhne, Chief Steward Arthur Long, and members of the ship's company contributed greatly to make this an outstanding occasion in the New England Tea Trade Clubs' year of activities.

The officers of the Club are Angus W. McAdam, chairman; Harry Leussing, vice chairman; Robert A. Lewis, treasurer; and John W. Colpitts, secretary.

Tea for export offered by Iran

The Plant Organization, Iran, recently announced the availability for export of Iranian tea, as well as other products, according to the U. S. Department of Commerce.

Exports of tea will be handled by the Plan Organization's Tea Co., and the following types and quantities are available: (1) Zarrin super quality golden, consisting of Ghalam rolled leaf, Shekasteh broken, Barouti dust, approximately 500 tons; and (2) first grade Ghalam, Shekasteh, or Barouti, approximately 3,500 tons.

Further information and samples of these products are available on a loan basis from the Commercial Intelligence Division, U. S. Department of Commerce, Washington 25, D. C.

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Science serves the tea industry

By DR. C. R. HARLER, Tea Research Officer
Nyasaland

To fill the gap in awareness among United States tea men of the work of tea research stations, Coffee & Tea Industries, formerly The Spice Mill, has been running a series of articles by top men in leading tea research stations throughout the world.

This article, which sketches the background and development of tea research, is from The Tea and Rubber Mail.—Ed.

Part II—Conclusion

In the manufacture of black tea, fundamental changes are in the offing. It is likely that the withering process will sooner or later be omitted. Indeed, for 25 years or so some factories in the Doora, India, have not withered, and a few new factories have recently been built without withering accommodation. Tea made from unwithered leaf is slightly different in liquoring qualities from that made from withered leaf or leaf which has stood (but not necessarily dried) for some hours. Knowledge of the chemistry and physiology of the leaf might clear up this problem and show how unwithered leaf could be treated to give the same final liquoring product as withered leaf.

No less important are problems of pilot research. The increasing cost of labor makes it imperative that tea shall be plucked mechanically if the beverage is to remain a cheap drink. Prototypes of mechanical pluckers are available, as well as the shears used so successfully in Japan for almost 40 years. The problem in Japan, where the small-leaved China bush is grown, is not the same as that in countries where the large-leaved Assam type of bush is employed. Persistent experimentation with mechanical pluckers in India, Ceylon, Java and Africa have so far failed in that less crop is produced than with hand plucking. A new approach to the problem is needed, one which takes into consideration the nature of the growth of the flush, and this is where the scientist must take a stand.

The long and tedious process of tea rolling has been partially replaced by such aids as the C.T.C. and the E. J. machines which instantaneously distort and crush already lightly-rolled leaf. The cone roller and the Clivemare also reduce the amount of rolling necessary. But these aids still need much study and pilot research if the best is to be got out of them.

Pilot research is not just hit-or-miss experimentation of an empirical nature, for it must be based on deep knowledge gained through basic research. In this way only can we proceed along rational lines.

It may be said with truth that to-day the scientist is needed to assist the tea industry more than ever before.

Meanwhile, in 1823, Robert Bruce discovered tea growing in Assam. In 1834 a committee was formed by the government to go into the matter of tea planting in Assam and a scientific deputation was appointed, consisting of N. Wallich and W. Griffith, the latter a noted botanist, and J. McClelland, a geologist. The deputation found

A soil chemist at work at a tea research station. Photo by the Tea Bureau, London.



Assam tea growing in many parts of the valley, but Griffith advocated the import of China seed, the after-effects of which are not yet eradicated from Assam. The importation of the China plant was a serious error.

After a start in 1835, the industry in Northeast India steadily developed, and such information and experience as was gleaned from casual observation by planters in the field and in the tea house was published in local journals and collected in the Tea Cyclopaedia, published in Calcutta in 1883. Edward Money, writing from 1872 onwards, contributed much of great value.

Between about 1870 and 1900, tea manufacture was revolutionized by the introduction of machinery and the tea house became a factory. These changes necessitated the omission of several, and the modification of other, Chinese processes. The work over these busy, fruitful years was in the hands of engineers, notably William Jackson and S. C. Davidson, and is a credit on the scientific side.

Over the same period, George Watt, adviser on economic products to the government of India, was in Assam studying the botany of the tea plant, classifying its varieties and selecting suitable strains. Before 1890 M. Kelway Bamber, later to become well known as a tea scientist in Ceylon, was roughing out the science of tea in Assam and studying tea soils. In Java, from about 1890 onwards, van Romburgh, Nanninga and Lohmann were laying the foundations of the chemistry of tea. Similar work was being done by Azo, in Japan.

In 1900 the Indian Tea Association opened a laboratory in Calcutta and a small station at Heeleaka near Jorhat, Assam, in charge of H. H. Mann. In 1911 a move was made from Heeleaka to Tocklai, about 15 miles away, and from then on the build-up of this most important tea station began.

About 1900, the tea station at Buitenzorg, Java, was inaugurated, and it developed to take a leading place among world stations. Tea study in Ceylon was for many

(Continued on page 49)

Says China will soon make strong bid for a share of the world's tea trade

Exhibits of Chinese tea at a number of world trade fairs in which China has participated leave no doubt that the Central People's Government of China is determined to make a strong bid for China's early share of the world tea trade, according to a report in *The Tea and Rubber Mail*, London.

Revival of the tea industry was accorded a high priority immediately after the Kuomintang had been defeated on the mainland of China, and the introduction of new techniques and state buying direct from growers have already resulted in a considerable expansion of exports, particularly to the Soviet Union and the countries of Eastern Europe.

Even in 1948, after years of civil war, during which large tracts of tea plantations in central, south and east China were either destroyed or allowed to run to seed, China was still the world's third largest exporter of tea. The volume of exports, however, was only some 12,000 metric tons, compared with the 158,000 metric tons marketed overseas by the largest exporter, India.

A bumper crop of 60,000 tons in 1950 and the development of Soviet and East European markets enabled China to increase her exports to double the 1949 level, which is believed to have been about the same as in 1948. Although figures for last year are not available, the target was higher than that of the previous year.

In contrast to India, where government policy tends to discourage home sales in favor of exports, China is combining a drive for a greater share in export markets with steps to increase home consumption.

This aim of the Central People's Government was revealed in a recent Peking radio broadcast, which pointed out that "if the 400,000,000 peasants of China consume only an extra one-half pound of tea each per year, they buy up another 200,000,000 pounds—the equivalent of what China exported in 1886, the heyday of the trade."

Under Chiang Kai-shek, China's vast northwest provided a market for some 12,000,000 kilograms of brick tea annually, and in addition to this demand, inevitably made larger by agrarian reform, the Tibetans are now beginning to buy more tea than ever before from the other provinces of China.

Thus aromatic Puerh black tea, a strong variety that forms an essential part of the Tibetans' diet, has just been restored to the market. It is China's only large-leaved tea and is grown in the Puerh region of Yunnan Province, where annual production is in the neighborhood of 4,000 tons.

Since 1950 tea consumption in Tibet has been increasing, particularly as a result of the restoration of motor traffic on the Szechuan-Sikang highway, which is being extensively used by Lhasa merchants in growing exchanges of Tibetan products for Chinese tea and industrial goods.

The tea industry in China is directed by the state-owned China Tea Co. Since 1950 the company's production and marketing program has placed particular emphasis on improving the quality and output of black tea, which has always been a major export item and which is now going in large quantities to the Soviet Union, Mongolia and the East European countries.

(Continued on page 50)

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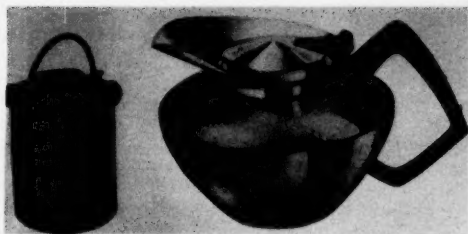
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The stainless steel insulated model of the Teakoe tea maker.

New firm, specializing in tea makers, introduces "infusion" device to replace tea pots

A new tea maker which uses an infusion method of brewing tea has been introduced by Teamakers, Inc., Chicago, a firm which is centering its activities exclusively on the development and promotion of tea brewers.

The new tea maker, called the Teakoe, should replace the old fashioned tea pot as the modern coffee maker has replaced the old fashioned coffee pot, according to Charles H. Newman, president of the company. Mr. Newman had been associated for many years with The Sillex Co., a leading manufacturer of coffee makers.

The heart of the Teakoe is a patented removable stainless steel infusion basket, to which the designers attribute accurate brewing control that assures clear, sparkling, delicately flavored tea, exactly the same each time. Either bulk tea or tea bags may be used in the infuser.

According to the manufacturer's directions, one level teaspoonful of tea for each cup (five and a half ounce size) is placed in the infusion basket. The basket is inserted into the teakoe and boiling water is poured over the leaves.



Charles H. Newman

It is allowed to steep for exactly three minutes, then the basket is removed and the tea is ready to serve.

Two models were on display during the initial showing of the new tea making method at the recent midyear Houseware Show in Atlantic City, N. J. One, with bowl of heat resistant Pyrex glass and stainless steel protective shell, has an eight-cup capacity and is priced to retail at \$6.95.

A second model is made entirely of highly polished stainless steel, with Pyrex glass liner, and is insulated with Fiberglas that keeps the contents hot for an hour or more. This insulated model, also useful for a variety of other hot or cold liquids, retails for \$16.95.

Mr. Newman said 86 per cent of all American families use tea and that the market for the new tea maker might well prove to be bigger than the market for any of the several types of coffee makers. This, he said, is because coffee must be ground specifically for each different type of coffee maker, such as percolator, drip and vacuum, while the tea maker meets the needs of every tea drinker, of whom there are more than 75,000,000 in this country alone.

First deliveries of the Teakoe are scheduled to begin in late August or early September, according to Mr. Newman. Initial promotional activity will be centered in leading department and specialty stores in major markets, using factory demonstrators backed up by local cooperative advertising. There is also a merchandising plan for the wholesaler to offer to smaller dealers.

India's three-man committee continues investigation into country's tea problems

The three-man committee named by the Indian government to check into the country's tea problems has been meeting with planters.

Headed by E. Rajaram Rao, joint secretary of the finance ministry, the committee met with the Terai Indian Planters' Association and the Indian Tea Planters Association.

The planters referred to increased costs of production and made specific proposals to help the industry. These included reduction of the export duty and holding in abeyance the Plantation Labour Act for one to two years. They also mentioned transport difficulties and the high cost at which coal stores and machinery had to be moved to tea gardens by a circuitous route. Removal of import duty on tea chests and reduction in the prices of indigenous tea chests were urged.

The committee also met representatives of the Bengal National Chamber of Commerce.

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Ways to expand market in Libya for Japan teas investigated by S. Saigo

To determine how the market for Japan teas in Libya can be promoted to prewar levels, S. Saigo, managing director of the Shizuoka-Ken Export Tea Association, visited that country recently. He flew from Haneda (Tokyo) International Airport via Rome, Italy, to Tripoli, North Africa.

Visiting small cities and towns in Libya for nearly a month, Mr. Saigo checked tea consumption. He also met with tea importers and wholesalers.

Japan green tea was introduced to the Tripoli market in 1933. By 1937 the quantity absorbed reached more than 3,000,000 pounds. In that year the Italian government set up a monopoly system, and after that the tea was shipped to Libya through Italy.

In January, 1943, the British Army landed in North Africa and occupied Libya, establishing a military administration. For nine years after that, the British administration imported Ceylon black tea in place of Japan tea. In No-



S. Saigo

vember, 1951, private trading in tea under import license was established, and importers began to place orders for Japan tea.

On his return to Japan, Mr. Saigo reported to tea exporters there that Moslems are forbidden by their religion to drink intoxicating liquors. Coffee, the favorite drink in many Arab lands, is seldom drunk by Libyans except in the cities, but all Libyan Arabs drink tea in enormous quantities.

Arab tea is very strong and sweet and normally is offered in three small cupfuls, drunk at intervals Mr. Saigo said. Courtesy requires that the guest accept three cups of tea, but he should refuse should a fourth cup be offered. A tea party should not be left by a guest until after the third cup has been offered.

This tea plays a vital part in the lives of all Arabs. Arab tea is very strong compared to that brewed by Occidental tea drinkers, as Arabs leave the tea to stew in the water while it continues to boil. Customarily the first cup should be bitter and astringent, with a thick head of foam on top, the result of pouring the beverage from the pot into a glass and back again several times. The second cup should be sweeter and less astringent, but also topped with foam. The third should be sweet and not so strong as the others. Roasted peanuts or almonds are added to give it savor.

Arabs who had been accustomed to strong Ceylon tea for nearly nine years found the postwar Japan tea not strong enough for them and it was not sold as promptly as expected, Mr. Saigo reported, and suggested that Japan finish up the tea for a darker and stronger liquor.

An Arab consumes more than 10 grams of tea and more than 50 grams of sugar per day, Mr. Saigo said. The license of the Tripoli government is 50 tons allotment every

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During the Republican convention, delegates and Chicagoans were served 1,000,000 glasses of iced tea, according to Tea Bureau estimates. Pretty Diane Hunter was official Tea Hostess at the convention.

month and it is generally considered the supply is short as the population is 800,000 in all. This shortage seems to be supplemented by the smuggling from Egypt and Tunisia.

While Ceylon tea is delivered within 30 days after accepted orders, Japan tea requires at least two months, quite disadvantageous for Japan, Mr. Saigo observed.

In Tripoli there are about 60 importers or wholesalers, all Arabs. Retailers sell teas after purchasing two or three cases on credit from the wholesalers, and consumers generally buy ten to 20 grams in bulk, by measure.

Science serves tea

(Continued from page 45)

years carried on by the Agricultural Department and the island did not have a separate station till the Tea Research Institute was founded at St. Coombs in 1925.

In Japan the tea station at Makinohara was started early in the century, and a bigger station at Kanaya was opened in 1909. Altogether there are now six tea experimental stations in Japan, working largely on the study of green tea problems.

The station at Chakva, in Georgia, Russia, was opened in 1900 and has recently been turning out distinctive work. The station at Devarshola, South India, started in 1925 and that at Heichin, Formosa, in 1923. There are tea stations at Phu Tho in Tongking, French Indo-China, at Serdang, in Malaya, and in Mauritius.

In order to appreciate the problems facing the scientists working on tea, a few words about the general nature of research are necessary. Research falls under four main heads: background, basic, *ad hoc*, and pilot research.

So far as tea is concerned no background research has been carried out and, indeed, it is difficult to see how such work could be arranged or what form it would take. Basic research now under way, for instance, on the study of the constitution of the tannin bodies in the tea leaf and the structure of the enzyme bringing about tea fermentation, falls under this head. But most work in the past has been of an *ad hoc* nature. Thus we experiment in the best way of dealing with tea seed, the best way to prune and to pluck the bush, which fertilizers give the best re-

(Continued on page 61)

TEA TRADE AND INDUSTRY

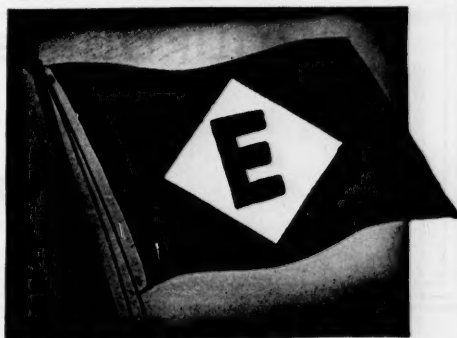
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Treadwell to resign from Tea Bureau to join Burnett Agency

William F. Treadwell, who over the past four years has won a unique position for himself in the handling of public relations for the tea industry, is resigning as director of information for the Tea Bureau, it was announced last month by Anthony Hyde, president of the Bureau.

Mr. Treadwell is joining the Leo Burnett Co., Inc., the agency which handles Tea Council advertising, to head up a new public relations department.

By arrangement with Burnett, Mr. Treadwell will continue to devote time to the tea industry's account.

"Bill Treadwell has done the outstanding job of publicity of any food product in recent years", Mr. Hyde declared. "He has helped to put tea on the U. S. map in a big way. This promotion and enlarged opportunity is one which he has richly earned. He will not be entirely lost to tea by any means in his new position,



William F. Treadwell

as he will be available to us on a consultant basis."

Mr. Treadwell will continue to handle public relations at the 1952 tea convention, as in past years. He will operate from the New York City office of Leo Burnett, Inc., at 677 Fifth Avenue, after October 1st.

China tea

(Continued from page 46)

During the past year the company established six processing plants with up-to-date machinery in Hupeh, Hunan and Kiangsi Provinces, which produce one-third of China's total tea output. These plants are now concentrating exclusively on production of four of the best grades of tea for export.

A number of countries in the three provinces are now growing only black tea, and a recent announcement that the black tea area in east China is also to be expanded, said the reason for the change was the rising demand from abroad.

Since its formation in 1949, the China Tea Co. has had important success in stimulating tea growing in all the areas of the country where the plant has been cultivated for centuries. Loans of both money and seed have been advanced to growers and instructors in black tea cultivation have been made available at government expense.

A good deal of attention has been paid to replacing slow and expensive handicraft methods by machinery in the manufacturing industry, and dozens of big processing plants like the ones already working in Hunan, Hupeh and Kiangsi are being built all over the country.

Before the war most of China's tea exports went to Britain, the United States and North Africa. During the war, and

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Tea Movement into the United States

(Figures in 1,000 pounds)

	April 1951	May 1951	June 1951	July 1951	Aug. 1951	Sept. 1951	Oct. 1951	Nov. 1951	Dec. 1951	YEAR 1951	Jan. 1952	Feb. 1952	Mar. 1952	April 1952	May 1952	June 1952
Black																
Ceylon	2,900	2,597	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394	3,400	3,384	3,997	3,617	3,527	3,712
India	4,460	5,888	2,233	909	930	1,613	2,173	1,422	3,090	33,328	3,072	2,942	2,379	4,645	3,312	1,667
Formosa	366	197	284	260	187	135	208	133	193	2,587	493	293	281	171	128	...
Java	774	549	552	605	865	375	881	319	578	7,519	813	730	713	725	521	733
Africa	747	715	684	652	462	242	191	148	15	3,906	107	242	116	87	121	42
Sumatra	29	20	75	65	161	134	43	49	37	1,065	124	45	177	368	308	380
Congou	13	2	37
Misc.	69	27	205	42	55	29	29	12	4	575	35	34	58	67	13	55
Green																
Japan	68	8	193	460	720	569	384	52	144	2,906	47	5	30	37	80	105
Ping Suey	1	105
Misc.	10	32	23	7	51	24	5	286	6	...	2	5	10	...
Oolong																
Formosa	25	26	21	1	8	5	58	236	24	22	26	12	2	1
Canton	21	6	5	1	6	3	3	3	21	106	10	3	6	2	3	2
Scntd Cntn	21	6	1	3	3	2	2	...	2	97	5	1	4	9	10	2
Misc.	3	14	1
Mixed	15	2	9	1	3	1	3	1	4	84	8	3	6	4	10	...
TOTALS	9,518	10,075	6,571	5,787	6,847	5,034	6,185	3,952	6,618	84,146	8,144	7,704	7,995	9,758	8,044	6,703

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

especially after Japan had overrun some of the most important tea-growing areas, exports dropped to a negligible proportion of their former volume, only seven quintals having been sent abroad in 1943 compared with 340,000 quintals in 1940.

British imports have been dropping steadily since 1938,

and in 1951 amounted to only 157,000 pounds, or less than three per cent of what they were in the last year before the outbreak of World War II. It is noteworthy, however, that Britain never ceased to use appreciable quantities of Chinese tea ever since the trade was first started with this country long ago.

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— Ask your Importer

Syrup Manufacturers hold one-day convention, elect George Fox, Jr., president

A one-day meeting of the National Fruit & Syrup Manufacturers Association was held at the Edgewater Beach Hotel, Chicago, toward the close of the Flavoring Extract Manufacturers' Association convention.

Outstanding members of associated industries addressed the group on the industry's most pressing problems.

Officers elected for 1952-53 were George A. Fox, Jr., George A. Fox Products Co., Kansas City, Mo., president; Garrett F. Meyer, Warner-Jenkinson Co., St. Louis, vice president; Arthur H. Melnikoff, True Fruit Syrup Corp., Brooklyn, N. Y., secretary-treasurer; and John S. Hall, Hickey & Hall, Chicago, corresponding secretary.

Named as delegates at large were S. M. Berman, M. R. Blackman & Co., Inc., Philadelphia; Joseph B. Margolis, Lenox, Inc., Boston; William H. Hottinger, Jr., Bowey's, Inc., Chicago; Miller Winston, Blanke Baer Extract Co., St. Louis; B. R. Murphy, Nesbitt's Fruit Products Co., Inc., Los Angeles; Fred W. Hewitt, Richardson, Inc., New York City, and A. C. Beall, C. N. Pitt & Sons Co., Baltimore.

Borden's flavor department in new quarters

The flavor department of The Borden Co. has moved to a new location in Brooklyn, N. Y., which provides larger

quarters, with modern, more efficient equipment. The new site offers 100,000 square feet of floor space, in comparison with the 60,000 square feet the department previously occupied, and includes additional laboratory facilities.

Mexican vanilla producers appeal for relief from 40 per cent taxes

Producers of vanilla in Mexico, except those in Papantla, Vera Cruz State, have appealed to the federal government for relief from what they call excessively high taxes, 40 per cent of the gross market price of the product, it is reported by Douglas Grahame, Mexico City correspondent of Coffee & Tea Industries.

The planters aver that this taxation is killing their business despite increasing demand and higher prices abroad. Only in the Papantla district, leading Mexican vanilla belt, can planters continue in business at such high taxation because of the higher quality, greater demand and better prices for their product, the complainants said.

The vanilla men's plight was verified by the semi-official National Foreign Trade Bank which told of sharp competition on world markets from French and British colonies able to much undersell Mexico and exporting more than 500,000 kilograms yearly while Mexico's yearly production barely reaches 150,000 kilograms.

Even though Papantla vanilla is of superior quality, it is meeting difficulties on world markets because of the price factor, the bank said.

Output of flavor chemicals gains

The United States Tariff Commission reports output of flavor and perfume materials in 1951 totaled 29,000,000 pounds, an increase of 3.6 per cent from the 28,000,000 pounds reported for 1950.

Sales in 1951 amounted to 25,000,000 pounds, valued at \$40,000,000, compared with 25,000,000 pounds valued at \$38,000,000, in 1950, an increase of 5.3 per cent in value.

Production in 1951 of cyclic flavor and perfume materials amounted to 19,000,000 pounds, about the same quantity as reported for 1950.

Important cyclic products include coumarin, geraniol, menthol, methyl salicylate (synthetic wintergreen oil), and vanillin. Sales of all cyclic products in 1951 were 15,000,000 pounds, valued at \$23,000,000, compared with 16,000,000 pounds, valued at \$25,000,000, in 1950.

Production in 1951 of acyclic flavor and perfume materials amounted to 11,000,000 pounds, or 10 per cent greater than the 10,000,000 pounds reported for 1950. By far the most important of the acyclic materials was monosodium glutamate, production of which totaled 10,000,000 pounds. Sales of all acyclic materials in 1951 amounted to 11,000,000 pounds, valued at \$17,000,000, compared with 10,000,000 pounds, valued at \$15,000,000, in 1950.

Vanillin U.S.P. from lignin introduced by Givaudan Flavors

Givaudan Flavors, Inc., New York City, has announced that it will place on the market in the near future an excellent quality of vanillin U.S.P. from lignin.

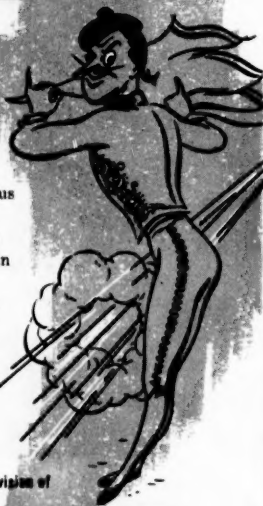
For many years, the Givaudan organization has been one of the leading producers of a flavor-quality vanillin from Eugenol, manufactured in the Delawanna plant since 1924.

Ample supplies of Givaudan's vanillin U.S.P. from lignin will be available in August, the company said.

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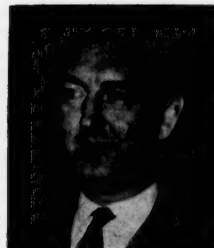
BRANCHES IN PRINCIPAL CITIES

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

More activity ahead for flavor oils

George H. McGlynn reports on essential oils outlook for balance of 1952 to the recent Flavoring Extract Manufacturers' Association convention. Army needs, market requirements, technical progress covered by other speakers. Second of two articles on the FEMA meetings.



George H. McGlynn

By CAROLE D. LINDGREN

Formerly with the National Candy Co., H. B. Cosler, who is now in the Food and Container Institute of the U. S. Quartermaster Corps, discussed the requirements for flavorings in Army rations. Direct flavoring requirements are limited to imitation vanilla and maple tablets, extract and imitation vanilla flavoring, imitation maple and a limited amount of lemon extract, Mr. Cosler said. However, as the indirect purchaser of flavorings which are component parts of nearly all Army rations—such as candy, gelatin, soups and meat products—the Armed Services are deeply concerned with the stability of the flavorings and spices used, he pointed out. All of these products must be stable for two years, he said, warning that manufacturers must guard against the deterioration of essential oils. Mr. Cosler praised the cooperation given by members of the industry in sharing their knowledge and time to develop and improve rations for the Army.

As suppliers to the confectionery industry, flavor and extract manufacturers must be concerned with failure of the increase in candy consumption to keep pace with increases in population and personal income, stated V. H. Gies, vice president in charge of sales and advertising of Mars, Inc. A number of factors contribute to the failure of the candy industry to maintain consumption, Mr. Gies said, a primary one being increased costs which cannot be met by an increase of retail prices.

Warning that manufacturers must not reduce quality in trying to regain these costs, Mr. Gies stated that value is the chief concern of the consumer today. Pointing out that more widespread formal education and a greater amount of reading has changed peoples' reactions, he said the consumer today has a sound concept of values, creating an entirely different market than ten years ago.

The regional director of the U. S. Department of Labor's Wage and Hour Public Contracts Division,

Thomas O'Malley, summarized the most important regulations governing wage adjustments. Pointing out that wage controls were instituted to stabilize American economy in time of emergency, he stated that they were flexible and might be eased when it is felt they are no longer necessary.

Opening the general session in the afternoon, George H. McGlynn, president of the Essential Oil Association of the U. S. A., reported on "The Essential Oil Situation." In citrus oils, both lemon and orange, the large production in this country has rendered the U. S. independent of imports, he said. The lime outlook is uncertain, but in lemon it is good, he added.

Overseas demand for orange is rapidly increasing, Mr. McGlynn explained. The supply will be adequate for requirements for the rest of the year, however, with prices relatively low. As for mint oils, an ample supply in peppermint is indicated. Mr. McGlynn said he could see no reason for excessive prices in spearmint, as there appears to be oil in excess of demand. In spice oils, clove also seems to be at an abnormally high price level, he declared. Anise and cinnamon are extremely scarce, he said, with stocks low and impossible to rebuild. However, U. S. chemists have developed satisfactory replacements. Ginger root prices have declined, he added.

Discussing the problem of deterioration of essential oils, Mr. McGlynn emphasized that proper attention must be given by manufacturers to the handling and storage of these products and a constant watch maintained to guard high potency and avoid deterioration.

The last six months of 1952 promise to be much brighter and more active in the essential oil industry, he forecast.

Of special interest to technicians were the photomicrograph slides shown by John M. Blatterman, of the Warner Jenkinson Manufacturing Co. Insoluble substances,

crystallized matter, bacteria and spoilage organisms in various beverages which had been stored overnight in a refrigerator had been filmed. Mr. Blatterman said bottlers had been found very receptive to this type of photomicrographic report, and were more cooperative in locating the causes of spoilage when shown such proof.

Flavor is the third most important factor in selling bakery products, the two preceding being wholesomeness and nutritional value, stated Dr. William B. Bradley, scientific director of the American Institute of Baking. Pointing out that the baking industry is the largest food industry in the U. S. in volume of sales, Dr. Bradley said that 25 per cent of the cakes and 95 per cent of the bread eaten in the country are purchased bakery goods. The quality of the flavoring extracts, and their judicious use in fillings, icings, etc., make flavoring quality an important factor in the industry, he said.

New system

Suggesting that bakers be urged to develop a system of evaluating their products flavorwise 24 to 48 hours after baking, rather than immediately testing them, Dr. Bradley said much fundamental research is needed to determine the psychological and physiological reactions of taste and smell to flavors. He said taste-testing techniques have been developed which should be used more than they now are to determine the appeal of products using synthetic flavors versus those using natural flavors. The manufacturers of synthetic flavors should utilize these techniques before ever offering their products to the food industry, he said.

Ready-mixes have affected flavoring sales at the retail level, said Don Grimes, president of the Independent Grocers' Alliance of America (IGA Stores). The overall volume of the flavoring industry is increasing, but not at the retail level, although grocery sales are at a record volume, he said. Mr. Grimes traced the growth of IGA, founded by his father in 1926, from its inception to the present membership of 5,000 Grade A stores.

"Chemicals In Foods" was the subject of an address by Dr. R. C. Newton, vice president in charge of research of Swift & Co. After discussing the growth of the use of various chemical substances in food processing, Dr. Newton outlined the authority of FDA in safeguarding the public through food standards. He said that in the case of unstandardized foods, FDA must be able to prove that a substance is injurious to the human body before it

can prevent the use of that substance. The long-term study necessary to secure such proof, together with the increasing number of such chemical substances, make it impossible for FDA to offer protection under existing laws, he said.

As a remedy, Dr. Newton suggested that the law should be changed to require the person proposing the addition of such a new substance to prove it harmless before its use would be allowed. This shifting of the burden of proof to the food processor would provide a needed safeguard to public health, Dr. Newton said, and such a change in the law would require of all food processors no more than most of them now do anyway. He suggested a testing program which he had outlined in testimony before the Delaney Committee, after consultation with leaders in the field of toxicological testing.

"It is time the various segments of the food industry announce in unequivocal terms the high standard of ethics which has in the past and will in the future be its guide. We must not remain silent while others give the wrong impression of our industry," Dr. Newton declared.

The closing address of the day was delivered by Paul Adams, Givaudan Flavors, Inc., on "True Fruit Flavors." Optimum flavor yield and quality would be obtained if the flavor manufacturer could use fresh fruit, but seasonal and geographic considerations generally preclude this, Mr. Adams said. He discussed preservation in shipping and storage, methods of juice extraction for various fruits, and methods for preserving volatile true fruit flavors.

A chemists' breakfast was held the final day of the convention for all technical personnel, to review information garnered through research during the year. Dr. K. R. Newman, of American Home Foods, Inc., presented the report of FEMA's scientific research committee. The committee decided to continue the cooperative research with the universities in the use of vanilla in ice cream, and also the study of analytical methods applicable to vanilla extract in collaboration with member companies, Dr. Newman said.

Folger controller elected member of Institute

J. Lowell Johnson, controller of J. A. Folger & Co., Kansas City, has been elected to membership in the Controllers Institute.

Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business.

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Meet the nutmeg

By JOHN W. BLAKE, *Manager
Produce and Spice Department
Charles T. Wilson Co., Inc.*

The time-worn adage about never missing the water until the well runs dry is applicable to many other essentials. We scarcely give a passing thought to the salt, pepper, nutmegs or other substances we consume. But if we were suddenly compelled to do without them we would be in a sorry plight, indeed. Our interest in them would be suddenly aroused and we would learn all we could about their origin, production, manufacture and use.

In this article, the writer has endeavored to point up highlights of the story of West Indian nutmegs—the establishment of the Grenada Co-operative Nutmeg Association and the gathering, examination, storing and packing of the nutmegs.



The Grenada Co-operative Nutmeg Association is the result of a meeting representative of the majority of nutmeg producers in Grenada, B.W.I. Held on March 17th, 1942, the meeting unanimously passed a resolution approving the imposition of a graduated cess by the government on all nutmegs and mace exported, the funds to be used for the formation of a nutmeg cooperative association. The gathering also stipulated that all monies so collected be paid to the government to an account called "Nutmegs and Mace Pool Reserve Account." A working committee was formed to formulate legislation for a nutmeg co-operative association to be laid before the government with a view to remedying the up-to-then disorderly marketing of nutmegs produced in the colony. The working committee planned for five years. In 1946 it submitted to the legislature proposed laws prepared by its legal adviser, F. M. Henry. As a result, Ordinance No. 8 of 1946, "an ordinance to create a body corporate to safeguard and promote the interests of the nutmeg industry and particularly to market nutmegs and to regulate and control the export thereof," was passed on May 15th, 1946. The act became known as the Nutmeg Industry Ordinance.

Nutmegs are harvested after they have dropped from the trees in a fully matured condition, with the mace adhering. The nutmegs are carried in baskets on the heads of women to estate yards or peasants' yards, where the mace is taken off.

Bright red in color, mace is really an outgrowth of the nutmeg. Mace is exposed to the sun and air for some 48 to 72 hours, after which it is presented to a receiving station, where it is accepted if properly dried and graded. As soon as practical after acceptance, it is forwarded by the receiving station to a curing and processing station, where it is stored in an enclosed bin for some six months to permit blanching. Mace blanches better when harvested

in fair weather than when permitted to stand for long periods on the ground in wet weather.

Nutmegs, after harvesting, are also delivered to a receiving station and then are almost immediately placed on trays where they are air dried. The system of air drying is one of air intake from the ground level of the building to outlets at the top, so that a continuous current of air (warm displaced by cool) cures the nutmegs in periods ranging from six to nine weeks. Stirring of the green nutmegs twice daily by wooden rakes is done until curing is complete.

Nutmegs and mace handled at receiving stations and at curing and processing stations are kept under sanitary conditions.

After curing is effected, the nutmegs, dried in shells, are packed at the curing and processing station in jute bags with uniform weights for storage.

Experimental work aimed at storing in silos instead of bags is being pursued.

Only on receipt of an order from abroad are bags taken from the pack and the nutmegs cracked, graded and bagged for export in parcels of 200 pounds net, to be forwarded to the port warehouse for export.

Spraying for sanitation purposes is done with Gammaxane Liquid Concentrate as a regular procedure in the curing and processing stations and their export warehouses.

After the nutmegs are cracked, they are all placed in a water bath and the nutmegs agitated. Those which float are discarded as "floats" and go to swell the ranks of "distillations" or "defectives." Those which "sink" are classed as "sound unassorted." That is the first step in the selection and examination of nutmegs.

Periodic tests

From the water, both "defectives" and "sound unassorted" are dried in trays for some 72 hours. Women trained in the art then go through the "sound Unassorted," removing broken pieces of nutmegs, nutmegs which though sound may have been unduly damaged in cracking, and such like.

During this culling process, the association's inspectors make periodic tests, representative of the shipment as a whole, and only pass for approval as "sound unassorted" parcels those which can stand up to the requirements of the United States Department of Agriculture. In no case does a parcel obtain a pass entitling it to be termed "sound unassorted" if it exceeds 10 per cent in unsound product. It is not unusual for the association's inspectors to test-check after the nutmegs have been bagged and before their dispatch to port for export.

As soon as the nutmegs arrive at the shipping warehouse, they come under the control of inspectors of the government's department of agriculture. These government inspectors check up and make their analyses, and no parcel is certified as "sound unassorted" which is found

to contain more than 10 per cent adulteration.

To be tested, nutmegs are cut lengthwise with a knife and examined by eye for insects or moulds. All examination is from samples representative of the shipments as a whole.

People on salt-free reducing diets can use spices for flavor, AMA says

Authoritative medical research has proved the popular weight-reducing, salt-free diet doesn't have to be a tasteless ordeal. These meals can be made flavorful without guessing as to whether or not the ingredient which adds taste might also add pounds.

Thirty-nine different spices, according to the American Medical Association's Journal, may be used to pep up a diet without adding enough salt to worry about. Though the use of spices in these diets is not exactly new, this is the first time that official research has established that the practice is safe.

In tests on 100 samples of commercial spices, Dr. C. A. Elvehjem and C. H. Burns, at the University of Wisconsin, found that the sodium content of most spices is very low. The result is that the addition of a spice to a meal can add flavor without increasing the salt intake appreciably.

In their report in the American Medical Association Journal, the chemists say that only two out of 41 common

spices contain enough salt to rule them out of the salt-restricted diets.

The two they do not recommend are dried parsley and celery flakes.

This research packs a double meaning for those who are using salt-free food for reducing. Spices have long been known to be calorie-free and on that basis have been popularly recommended for slimming diets. Now with the proof that they are also essentially salt-free, they become the perfect seasonings for the reducer's fare. In addition, it has been proven that the dieter will feel more satisfied after a light meal when the food has been properly seasoned.

Ways to set more uniform standards for natural spices studied at institute

The Mellon Institute, Pittsburgh, will soon start studies on methods of setting more uniform standards for natural spices according to an announcement by its president, Dr. Edward R. Weidlein.

The work will be conducted under a fellowship placed by the American Spice Trade Association. Dr. Weidlein explained that the long range program will aim at establishing laboratory testing methods for standardizing types and grades of spices, herbs and seeds.

Dr. Leo W. Ziemlak, a specialist in organic chemical analysis, has been appointed to head this research. A member of the Institute since 1946, he is a graduate of Clark University, where he received A.B., A.M. and Ph.D. degrees. Prior to coming to Mellon Institute he was an instructor in chemistry at Clark University.

Flavor trade mourns passing of Bernard Smith, formerly president of association

Bernard H. Smith, founder and chairman of the board of directors of the Virginia Dare Extract Co., passed away recently at the age of 74.

Dr. Smith served as president of the Flavoring Extract Manufacturer's Association in 1932 and 1933. Prior to that time, he served as a member of the Scientific Research Committee from 1920 to 1930, when he was elected vice-president serving two years.

Subsequent to his term as president, he served as a member of the executive committee from 1934 to 1937.

Dr. Smith's devotion and his determination contributed materially in building the association to the splendid body that it is today, FEMA declared.

Besides being a successful businessman, Dr. Smith devoted considerable time to civic activities.

He is survived by his widow, Lilla Brown Smith, his daughter, Mrs. Lincoln R. Young, of West Hartford, Conn., and his son, Lloyd E. Smith, who is president of the Virginia Dare Extract Co.

New location and manager for Boston office

Dodge & Olcott, Inc., has moved its Boston sales office to the Park Square Building.

Edward J. Wyluda has been named branch manager, succeeding Frank M. McCarthy, who died recently.

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Machine turns out Cup Brew and Silex-type coffee packages

Adaptation of its packaging machine to produce the regular two-and-a-half to three-ounce Silex-type institutional coffee package has been announced by the Cup Brew Coffee Bag Co., Denver.

The machine, an automatic unit, can therefore be used either to turn out Cup Brew Coffee Bags, or restaurant size packages, or both.

Cup Brew began the development of interchangeable parts for producing the four-and-a-half by six-and-a-half inch packet of the "tear open" type at the request of several interested coffee firms.

The operation of the machine is high speed as well as fully automatic. It measures the coffee, fills it into the packages, seals them and delivers them to chutes or conveyor belts for packing into outer cartons or containers. The unit utilizes a very simple volumetric feed to measure the coffee for each package. Accuracy of measurement can be controlled very closely, under most conditions to within the one per cent.

The package, designed for restaurant, hotel and institutional service, is made of paper, treated to make it heat-sealable and oil-impervious. This paper is available from local paper houses and can be printed with the coffee firm's brand and trade mark.

The selling points on these packages to institutional users are many. The packages eliminate inaccurate measurement and wasted coffee; help to insure freshness; are speedy to use; are an aid in closer inventory and cost control by management.

With the usual vacuum-type brewing equipment, it is generally easier to measure the water than the coffee. Unless the coffee is accurately measured each time, the resultant brew varies, and so does the customer's satisfaction. In addition, this variance makes it impossible for the operator accurately to control food costs.

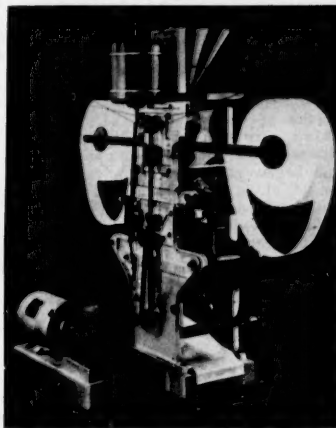
As each package is opened immediately before use, the freshness of the coffee is protected right up to the time of brewing. A partially-used pound of coffee that stands open all night in a hot, humid restaurant kitchen, is bound to lose much of its fresh flavor and aroma, Cup Brew declares.

In all types of food establishments these pre-measured packages are an advantage over bulk coffee, the company insists. The employee does not have to take the necessary time or attention to measure the coffee accurately—but with one quick motion can tear the package and empty the exact amount of coffee into the brewing device. The institution operator can more easily maintain an accurate inventory and cost control by simply counting the number of packages used during the day, and then checking against the coffee receipts.

Although machines for the production of such packages are in use in the coffee trade, the new one is the smallest automatic machine to appear on the market, according to Cup Brew. It is a table model, measuring 22 by 22 by 48 inches high, and weighs just over 300 pounds. When mounted on a wheeled table it is easily transported from one job to the next, if so desired. It requires only 110 volt current, avoiding permanent installation requirements.

The machine is currently available on either a sale or rental basis, it was announced.

The Cup Brew Coffee Bag Co. has tested the machine



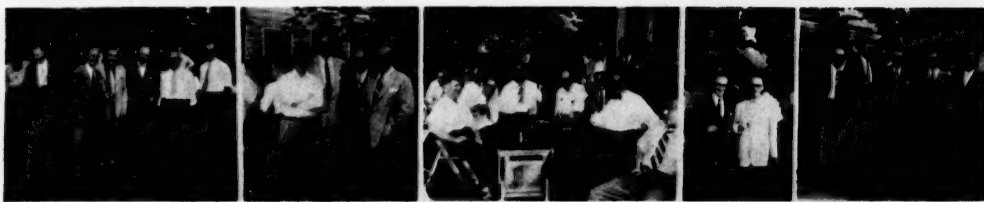
This is the new automatic unit for producing either Silex-type institutional packets or Cup Brew Coffee Bags. Coffee is gravity fed into hopper on top. Packages are formed from strip material.

for packaging of many other products besides coffee. It is readily adaptable for the packaging of cocoa, tea, desiccants, spices, small and assorted hardware parts, and many powdered materials. It is also in current use for the production of individual sugar packets with a special electric-eye attachment to center the trademark imprint on each packet.

Changeover from production of Cup Brew Coffee Bags to the production of restaurant size packages is both simple and quick it was stated. Different sized parts are provided, such as the sealing dies, advancing mechanism, material guide trays, and the feeding head. It is estimated by J. E. Aldridge, production manager of the Cup Brew Coffee Bag Co., that changeover in the average plant can be accomplished in about 30 minutes.

In operation, the machine is tended by one employee who packs the finished packages in cartons. Thus the labor cost per package is very low, it was pointed out.

New York News



Coffee men and friends from allied trades relax at the green-roasting outing at the Hackensack Golf Club, Oradell, N. J. At the far left, facing the camera, are (from left) Charols E. Rogers, Irving Trust Co.; George F. Doherty, American Express Co.; Daniel McNulty, W. J. Donohue & Co.; Thomas J. Mangieri, also of Donohue; and Henry R. Ahrens, Mecke & Co. Next right, Wayland P. Morse, The Borden Co.; Thomas Hughes, Continental Can Co.; Bennett Fongaro, Otis, McAllister Coffee Corp.; and James Donahue, also of Continental Can. Among the merriest men at Oradell were the visiting Brazilians around this table. From left, L. Ossip, W. F. O'Loughlin Co.; Jose Cicero Fontes, of the Santos office of Otis, McAllister; Targuino Pas de Barros, Santos, principals of Jas. T. Kallner Co.;

George Kammer, Kammer & Hendrickson; Vincent Campbell, Holland-American Line; A. D. Cantarella, I. F. C. Lines; Jose Faria, J. Aron & Co., Inc. Standing are Benjamin do Prado Leite, Cia. Nunes Medina, Santos; C. R. Salisbury, The Kroger Co.; and John H. Egidy, I. F. C. Lines. As for the seeming twins in the next picture, consider this a public notice, to wit, that the man on the left is John T. Daly, of The East Asiatic Co., and the other is Anthony B. McLean, of L. Neugass & Co., Inc. At the right, under a Hackensack Golf Club tree, are Palle Seebach, East Asiatic Co.; Frank Knoepfel, also of East Asiatic; Roger Daugherty, Grace Line; Vincent Diaz, Machado & Co.; and Ted Israel, J. Aron & Co., Inc.

■ ■ The New York coffee trade did it again. The 1952 outing of the green and roast trades at Oradell, N. J., was preceded by a cold, rainy day. But the morning of the outing dawned clear and bright. In fact, the trade did it a little too well. The day turned out to be the hottest of the year, up to then.

Although in the interests of better service at the Hackensack Golf Club, tickets were sold with a limit to their number, the event continued to be one of the largest gatherings of coffee people outside of the NCA conventions.

Golfers moved out onto the Club's excellent course as they arrived, while the softball enthusiasts lined up for the annual green-roast tussle.

As the day wore on, activities tended to center around the 19th hole, where the merchant grew with new arrivals from the games or the city.

At the dinner that evening, the usual astonishingly fine array of prizes, donated

by coffee firms and allied companies, was awarded to golfers, softballers and holders of winning door prize tickets.

Wally Spitzform led the golfers with a net of 66, a score which brought him the silver bowl of the New York Coffee Roasters' Association. It was presented to him by Simon Auskern, president of the association.

J. N. Williams came through with a net of 69 to capture the silver bowl of the New York City Green Coffee Association. John F. Toomey, secretary of the organization, presented the trophy to Mr. Williams.

Other golf prizes were won by Austin O'Brien, Ken Fischer, Dick Weer, Charles Wright, David Osborne, Hillel Horwitz, Lou Ehrhardt, Gus Scheidemann and others. Rudy Hecht won an award for landing nearest the pin.

Guest prizes in golfing went to E. H. Simpson, M. Seifer, C. T. Mattman and Ken Paton.

In all, 26 prizes were awarded to top men in the golfing tournament.

In the softball game, the greens trounced the roasters 26 to 12. But the roasters warned darkly that there's another year coming up.

Prizes for top performance in the ball game went to Henry Hergert, H. J. Canal, Harby Whaley and Fred Warren.

Arrangements for the softball game were handled by Ralph Lombardi and Clayton Mount.

As for the door prizes, 27 in all were given to holders of tickets picked out of a hat. F. S. Close, J. Finnerty, R. Schlegel and C. Bolte led the lucky roster.

■ ■ Up from Brazil for a brief visit to New York was Benjamin do Prado Leite, of Cia. Nunes Medina, Commissaria e Exportadora, Santos. While here, he made his headquarters at the Schaefer Klausmann Co., Inc.

■ ■ The problem of coffee smoke control, (Continued on page 61)



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San Francisco Samplings

By MARK M. HALL

■ ■ With roaster stocks tied up on domestic ships in the harbor there was some activity in spots locally. This gave importers an opportunity to sell readily, for without the added stimulus they might have done a little worrying. It is said that not much good coffee is left. No hardship is anticipated on the part of roasters, because coffee is coming in freely on foreign vessels.

As far as buying is concerned outside of these conditions, it is on a replacement basis. With prospects of a late crop in Brazil it is thought there might be a squeeze on available stores in view of the fact that Centrals are about cleaned up.

In anticipation of controls being lifted, the market stiffened, due no doubt to producer buying. This was noticeable particularly on Brazils and Columbians. When, however, the new control law was ruled inapplicable to coffee, there was a drop of from 38 to 66 points, which was just about the amount of the rise. This would seem to indicate the stabilizing effect of the ceilings, according to roasters and importers. It would seem apparent that no great speculative movement could be built up with the prospect of only a few cents rise.

■ ■ It is reported that 40,721 bags of mild coffee are held in ships on the Pacific Coast due to the strike, at this writing. Their value is conservatively estimated at \$4,400,000. There are 143,227 bags of Brazils with a value estimated at \$14,500,000. The total number of bags are thus valued at \$18,900,000. Figuring interest at three per cent, it is cost-

ing \$47,250.00 per month in that respect alone.

■ ■ By the time you read this, the Alexander Balart Co., will be well established in their new quarters in Bayshore City, just across the San Francisco line in San Mateo County. The new building is all on one floor and contains 20,000 square feet. This will enable them to use automatic equipment to handle their products simplifying their operations. The plant was designed by the Mill Engineering Co., of Oakland. Other help was obtained from the Owens-Illinois Glass Co., and the American Can Co.

■ ■ Jim Mahoney, Jr., of the G. S. Haly Co., secretary of the Western States Tea Association, has been called to the colors. He is now at the Army's Fort Ord training center, learning how to be a soldier. Jim is a bachelor, so has no family of his own to leave, but he will be missed by his many friends in the tea trade.

■ ■ John Miller, Sales manager of A. Schilling and Co., recently went on a brown bear hunt to Chicagoff Island, off the coast of Alaska just west of Juneau. This island, in the same latitude as the Kodiak group, is rugged and hard to reach. The Alaska brown bear weighs as much as 1,500 to 1,600 pounds. The limit is two. He saw eight and bagged one. Mark Jensen, proprietor of a Juneau grocery store, manager of a cannery and an old time hunter and guide accompanied him.

No hunting trip is successful without a little adventure, and they seem to have had it. It rained all the time they were there, and so hard that it changed the course of a creek until it was boiling

right through their camp. They decided to move before they were washed down to the ocean. When they were leaving the island, the outboard motor gave out. It took them from 5 a.m. until 3:30 p.m. to row a distance of 14 miles. During this time it hailed and visibility was about as good as in a San Francisco fog. But they came out alive. That is one for Ehrhardt to match.

■ ■ Warren Kludt, coffee buyer for Schilling's, who is in the habit of picking out the better grades, this time selected a Seven pound six ounce baby boy...with the help of his wife, Florence. Adding a little color, the youngster is a red head. He will be known as Kim Stewart Kludt. This is Warren's first and, of course, Kim will want companions later on.

■ ■ Last month the branch managers of S & W Fine Foods from all parts of the country met in San Francisco. The New York, Chicago, St. Louis, Seattle, Portland and Los Angeles offices were represented. These meetings are annual affairs. There were about 20 in the outside group, apart from Executives of the San Francisco office.

W. J. Rowe spoke for the coffee division of the company.

■ ■ Ed Berry, of the Boyd Coffee Co., Portland, was a recent visitor in town, calling on the trade and enjoying a stretch of cool weather.

■ ■ Otis McAllister has opened its own office in Seattle, headed by Carl D. Lincoln, formerly of Van Sant Lincoln, Inc., Seattle. The new office will give the company a better chance to service accounts directly, according to John Beardsley, in charge of Pacific Coast sales. The office will cover the entire North West, including Vancouver B. C.

■ ■ At its last convention, the American Spice Trade Association elected a westerner to its board of directors. He is the well known spice importer, Ralph J. A.

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Stern, of the McClintock-Stern Co., Inc., San Francisco. According to Mr. Stern, his election is recognition of the growing importance of the Pacific Coast in the spice trade.

Two regional spice groups have been organized on the Pacific Coast. One is in Los Angeles, with Lloyd Bellissime of Gentry, Inc., and Ed Carico of the Chili Products Co., at the head. Clayton Pauli, of Pauli and Sons, is chairman of the San Francisco group.

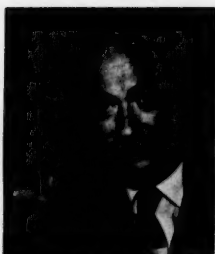
Ralph J. A. Stern is a trustee of the San Francisco War Memorial Association, a director of the Press Club, and also a member of the Union League Club.

Mr. Stern says that the American Spice Trade Association set aside for the 1951-1952 fiscal year the sum of \$134,000 for research and for 1952-1953, there was set aside \$76,000 for research in such institutions as the University of California, Hormel Institute and Mellon Institute.

■ Mr. and Mrs. Renaldo De Salle, of Santos, were visitors last month at the local Otis McAllister offices, and then returned by way of New York. Mr. De Salle is a partner in the firm of Mogyana Exportadora Societora, Ltda., of Santos, coffee exporters. Otis McAllister is the exclusive representative in the United States.

■ Harry A. Marsh, of the Grace Lines, had a wonderful vacation with his wife traveling through Europe. He visited France, Germany, Belgium, Holland, Italy and England. Speaking of cities in Germany and of London, He said there was still much evidence of devastation from the last war.

■ Vic Howard, of the W. L. McClintock Co., was in the south last month rustling in the smog of Los Angeles for business. Stanley Onellon of Wellman Peck



Ralph J. A. Stern

spent his vacation in that neighborhood and W. S. Edgar, of W. R. Grace and Co., had one, but where?

New York

(Continued from page 58)

toward the solution of which New York City roasters have been leading the country, has become acute recently with the adoption of a tough, crackdown policy by the Bureau of Smoke Control. Probably half the roasters, at least in the downtown areas, have been given summonses for smoke violations.

This is somewhat ironic in view of the fact that a vast amount of time, energy and money has been spent by the New York Coffee Roasters' Association and its members on developing an answer to the problem.

In fact, whatever progress has been made technologically in this field has been stimulated as much by the initiative of the local roasters as by anything else. The program along these lines was begun long before the current pressure from

city agencies was a consideration.

It is, of course, these factors, not coincidence, which make clear the selection of John Mazzei as chairman of the Smoke Control Committee of NCA.

■ Progress toward eliminating coffee smoke continues. Last month S. A. Schonbrunn & Co., Inc., installed smoke eliminators for its Jubilees roasters. Schonbrunn is, of course, the company with which John Mazzei is associated.

This firm has also installed what it believes to be the first chaff burner incinerator in existence. The device eliminates the smoke from the chaff burner. It is still in an experimental stage, and data is being collected to allow a proper evaluation.

■ If you've been over near the Cedar Street office of Albert Frank-Guenther Law, Inc., you've probably seen the window display featuring Otis, McAllister & Co., including a selection of green coffee samples. Albert Frank-Guenther Law is Otis, McAllister's advertising agency, and the window is devoted to displays of client activities and products.

■ The adjudication committee of the New York City Green Coffee Association has elected George E. Kimpel to the group. Mr. Kimpel fills a vacancy left by the resignation of Leon Israel, Jr.

■ A. D. Anderson, manager of the Recife, Brazil, office of Moore-McCormack, arrived in the United States recently with his wife on the line's S. S. Argentina.

■ Robert Smallwood, president of Thomas J. Lipton, Inc., has accepted the chairmanship of the commerce and industry division of the 1952 United Cerebral Palsy of New York City campaign, it was announced last month by Lansing P.

(Continued on page 63)

Science serves tea

(Continued from page 49)

turns, how best to roll, ferment, and fire the tea. All these questions have been the subject of endless experimentation and a great deal is known about them. As these immediate problems are tackled and solved the more time and opportunity there is for basic research.

The tea industry is moving westwards. A century ago the world's tea trade was centered in China, but today India is the greatest exporter of the commodity, followed by Ceylon and Java. Now Africa is getting into its stride as a tea producer and the future may well see the eastern areas of this continent becoming one of the world's great tea exporters.

Tea planting began in a small way in Natal in 1878, Nyasaland began to open up land to tea about 1930, Kenya, Uganda, and Tanganyika started a little later, and now Portuguese East Africa is rapidly putting out tea. There are flourishing tea estates in Southern Rhodesia.

Although about 75,000 acres are at present planted in Africa and annual production is rising to 40,000,000 pounds.

In 1932 a government Tea Experimental Station was opened at Swazi, in the Mlanje district of Nyasaland. The Swazi station now consists of about 33½ acres of tea on which the *ad hoc* problems of planting, fertilizing, pruning

and plucking have been studied and largely worked out. Two years ago a new station at Mimosa, near Swazi, was opened, and it is planned to plant several hundred acres to tea and in due course to erect a factory.

It should not be concluded that all the problems in tea are common to all tea areas, and to illustrate the peculiarity of some of the questions set to tea scientists, three posed in Nyasaland may be quoted. After forest land in Nyasaland is cleared for planting, the tea is often severely attacked by a root disease caused by the fungus *Armillaria mellea*, which resides in the dead roots left by forest trees. Close study of the problem showed that the fungus was prevalent on roots rich in starch compounds, and that if a year or so before felling a forest tree were ring-barked and then left, much of the starch was withdrawn from the roots. Tea planted subsequent to such action suffers little, if at all, from *Armillaria*.

Two soil problems arose in the early planting days in Nyasaland, which were traced to a shortage or non-availability of sulphur and of copper in the soil. Patches of tea plants in Nyasaland often become sickly and the leaves turn yellow. The debilitated state into which the bush gets is called "Yellows," and it was found that if the soil or the leaves were dusted with sulphur or sulphur was added to the soil in the form of potassium or ammonium sulphate, the health of the bush returned to normal.

New Orleans Notes

By W. MC KENNON

■ ■ Advertised retail prices on coffee ranged about the same the past 30 days as they did the previous month. A leading brand of coffee and chicory blend sold for 75 cents a pound in most of the groceries. Cooperative advertising was again predominant.

The offer of a free one-fourth pound package of tea upon the purchase of one pound of coffee continues at the local grocery markets. The tea is given with a popular local brand of coffee which sells for 90 cents on the pure coffee and 73 cents a pound on the chicory blend.

■ ■ A reception and general membership meeting was held at the New Orleans Board of Trade building from four to six p.m. recently for the discussion of various activities and to give the members an opportunity to make suggestions.

■ ■ Leon Israel and Bros. Inc., have purchased building at 302 Magazine street formerly occupied by the Hickerson Importing Co. The new owner is completely renovating the structure inside and out to create a modern business location.

■ ■ The observance of the seventh birthday anniversary of International House was observed aboard the Del Sud in Houston, Texas, recently. Among New Orleansians, on the "Know Your Neighbor" trip aboard the luxury liner were: William G. Zetzmann, A. E. Hegewisch and Lloyd J. Cobb, former presidents of IH, R. E. Elliott, present IH president, and Theodore Brent, president of the Mississippi Shipping Co. and the International Trade Mart and vice president of International House.



Seventy-nine New Orleansians who made the recent "Know Your Neighbor" trip to Houston aboard the Del Sud present a plaque to Theodore Brent, president of the Mississippi Shipping Co., and R. S. Hecht, chairman of the board, honoring them for organizing International House and the International Trade Mart. In the foreground (from left) are Miles Pratt, New Orleans Chamber of Commerce president, who did the presenting; Mr. Brent; Mayor Morrison and Mr. Hecht.

After returning from the trip, participants presented a plaque to Theodore Brent and Rudolph S. Hecht, honoring them for their forward thinking and their organizing of International House and International Trade Mart. The presentation ceremony was conducted aboard the Del Sud, just before it sailed on one of its regular 42-day cruises.

■ ■ W. H. Hughes, of Haas Bros., San Francisco, visited New Orleans en route to Havana recently. While here, Mr. Hughes made his headquarters at the offices of Adolph C. Ricks and Co.

■ ■ Carl Hans von Gimborn, Jr., representing Emmericher Maschinenfabrik von Gimborn and Co., K. G., Emmerich, Germany, manufacturers of coffee, chicory and cocoa roasting machinery, completed his visit here of approximately six months when he sailed from New Orleans recently for a months stay in South America before returning to Europe. While here on his second New Orleans stop, Mr. von Gimborn made his headquarters at the offices of Wilmer von Gohren, who reports that Mr. von Gimborn was enthusiastic about the United States.

■ ■ Carl W. Behrend, of the East Asiatic Co., Inc., New York City visited New Orleans calling on the trade and making his headquarters at the offices of Wilmer T. von Gohren.

■ ■ Friends here were saddened by the death of Mrs. Sam Israel, Sr., recently. Mrs. Israel had been in ill health for some time.

■ ■ Word has been received here of the death of E. A. Baker, vice president in charge of the Chicago area of the Douglas Guardian Warehouse Corp. Mr. Baker had been with Douglas many years and has numerous good friends and associates in New Orleans.

■ ■ Ralph B. Schwartz handed us a clipping printed a decade ago which gives further evidence of the tendency coffee men have to remain in the trade.

The clipping reads: "After being in the coffee business since 1841, W. H. Schwartz and Sons, Ltd., Halifax, is now offering Schwartz Coffee in vacuum cans to the retail trade. The firm, which is said to be the oldest coffee house in Canada, has catered to the hotel, restaurant and institution trade for many years and has also packed private brands, bulk coffee, etc.

The business was started by W. H.

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Ralph Schwartz manages the New Orleans office of Schaefer Klausmann Co., Inc., his brother, Herbert A. Schwartz is with the T. Barbour Brown Co., in New York City, as is James A. Schwartz, Herbert's son, the latter being the fourth generation of this family to engage in coffee trade.

■ ■ C. H. D'Antonio, of C. H. D'Antonio and Co., official trainer of the Louisiana Kennel Club, will put on a sanction match in breed and obedience via television this month.

■ ■ Mr. and Mrs. John Quinn, of Springfield, Mo., were recent visitors to New Orleans.

■ ■ Mr. and Mrs. Dave Bigham, of the Waples-Platter Co., Dallas, spent part of their vacation in New Orleans the early part of the month.

■ ■ Mr. W. B. Burkenroad, Jr., vice president of J. Aron & Co., Inc., recently returned via air from Brazil. Mrs. Burkenroad and her daughter, Peggy, returned later on the Del Sud.

■ ■ Among passengers sailing on the Del Sud recently were Mr. and Mrs. A. E. Hegewisch, Mr. and Mrs. R. S. Hecht and George G. Westfeldt, Jr., and his family.

■ ■ E. A. Lafaye, vice president of J. Aron & Co., Inc., accompanied by his wife and other members of his family, was vacationing at the Lake Shore Club, North Shore, La.

■ ■ The Mississippi Shipping Co. has announced the retirement of Willis L. Blackman because of ill health. Mr. Blackman was in charge of the Chicago office since its establishment in 1934. Carl B. Strom, Mr. Black's assistant since 1933, took over the management of the Chicago office with the title of traffic manager.

Southern California

By VICTOR J. CAIN

■ ■ Bill Morton, of W. J. Morton, Inc., made a trip to San Francisco to survey the situation on the coffee market and visited with his many friends in that area.

■ ■ We were more than pleased to hear that Warren Emmerling, of Ben Hur

Products, Inc., had taken the final plunge into the sea of matrimony. She is the former Helen Joyce Williams, of Los Angeles. They are presently honeymooning at Lake Tahoe, and will make stops at several of the resort spots on their way to Southern California.

■ ■ Jim Knecht, of H. O. Knecht & Co., has been called to the service of his country. He is at present attending officer candidate school at Camp Chaffee, Arkansas. He is specializing in tanks, and upon completion of his course will be stationed with an armored division.

■ ■ Andy Moseley, of Breakfast Club Coffee, Inc., had the misfortune of being bitten on the eye by some species of bug, bad enough to require some medical treatment. However, Andy came back to the office within a few days like a fighting tiger.

■ ■ Johnny Mack, of the E. B. Ackerman Co., Inc., is off on another of his usual treks to Guatemala. He is down inspecting his plantation in that country, and will come back with some sage information on the future crop.

■ ■ Ed Spillane, of the G. S. Haly Co., San Francisco, tea brokers and import agents, visited Los Angeles to call on the trade and see many of his old friends. While in Los Angeles, he appointed W. J. Morton, Inc., as agents to handle their products.

■ ■ A few of the boys, accompanied by their wives, went on a fishing trip down Mexico Way. Fishing for bass and yellowtail were Mr. and Mrs. Ted Lingle, Mr. and Mrs. Bill Waldschmidt, Mr. and Mrs. Charlie Nonemacher and Len Koppel.

■ ■ Bill White of the Huggins-Young Co., made a trip to Kansas City to visit his mother, who was quite sick. When he returned he said there was little improvement in his mother's condition.

■ ■ Ralph Cole, of the Sunset Coffee Co., has been laid up with the "gout." He has had many and varied visits to the doctor's in the past month, and only now seems to be on the way towards general recovery.

■ ■ The strike situation on the West Coast still remains the same, with neither side moved an inch one way or another. We sincerely hope they can get together and iron out their mutual problems in the not-too-distant future.

New York

(Continued from page 61)

Shield, general campaign chairman.

Mr. Smallwood, who is chairman of the Tea Council, will organize New York business and industry leaders in the third annual community effort for the habilitation of the city's more than 32,000 cerebral palsy victims.

■ ■ Frank Hodson, of the Eppens, Smith Co., Inc., Long Island City, N. Y., trade packers of coffee and tea, sailed last month with his family on a 38-day cruise to Brazil. The trip will combine both vacation and business, Mr. Hodson indicated.

■ ■ Capt. Westy H. Leth, Moore-McCormack manager for Santos, returned to the coffee producing country on the Brazil, accompanied by Mrs. Leth.

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FOR SALE: 1—Pneumatic Scale 60/min. Packaging Unit. 2—Jabez Burns 4-bag Coffee Roaster, complete with blowers, exhausters, cooling trucks; Standard Knapp Auto Gluer-Sealer & Comp. belt; 1—Model A & 1 Model B Transwraps; 2—4" Brightwood Box Machines, m.d.; Roball sifters; Mikro Pulverizers; Mixers up to 7,000 lbs. Partial listing. What have you for sale? CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 38, Barclay 7-0600.

For Sale: 1—Burns #23 Granulator, located Kansas City, price \$200. Consolidated Food Processors, Inc., 135 South LaSalle Street, Chicago 3, Ill.

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